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**“The visitors are visitors, and they're not only  
visiting the country, they're visiting you”**

(Atladóttir, 2016)

- A detailed study on residents' support of incoming tourists and the affect thereof

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## Abstract

The recent development in tourism has highlighted the negative impacts of overtourism on local residents. In many destinations, the residents have become discontent with tourists taking over their home areas, indicating that residents want to preserve their way of living, and thereby affecting their support for tourism development. Up until now, the residents' attitudes have been studied under economic pretenses, thereby overlooking their psychological wellbeing. The aim of this thesis is to investigate the neglected relationship between residents and tourists in an overtourism setting and develop a conceptual model intended to measure residents' support of incoming tourists. The topic is researched under the premises of social identity theory, thus the interplay between residents' support and the national identity of the residents is the focus in this thesis. Additional impacts, that could mediate the relationship between residents' national identity and their support of incoming tourists are included as constructs of the model, such as: residents' attachment to their community, quality of life, perceived political empowerment, threat to their national identity, tourists respect for residents' surrounding and the tension between residents and tourists.

The conceptual model was developed from existing literature and then tested through quantitative research methods. Scales were developed and adapted from existing literature to measure the constructs in the model. The results were analyzed by using partial least squares structural equation modelling (PLS-SEM) that revealed the relationship between the constructs.

The findings show that national identity of residents does affect their support of incoming tourists, both directly and through mediating effects of attachment and threat to residents' identity. Furthermore, tourists respect for residents' surroundings had a significant effect on their support. The implications of the findings are that destination planners need to attend to residents through communication by fostering their sense of place and their psychological wellbeing. This thesis is an important contribution to an understudied area of the tourism studies.

**Keywords:** overtourism – residents' support of incoming tourists – national identity – threat to identity – resident tourist relationship – perceived respect of residents' surroundings.

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# 1. Introduction

Overtourism – a phenomenon so recently discovered that the word itself has yet to be registered in the Oxford dictionary – still it seems to be what everyone is discussing (Dickinson, 2018). As can be seen in the Google Trends searches on overtourism a rapid increase in interest of the phenomenon becomes apparent from late 2016, see figure in appendix 1. Furthermore, the topic has become a major focal point at recent conventions such as the World Travel and Tourism Council in Buenos Aires and the 13th International Conference on Responsible Tourism in Destinations (Dickinson, 2018; Google Trends, n.d.). However, little or no academic writing has been published about this phenomenon and a single definition has yet to be determined (Goodwin, 2017). Most definitions in the media and on travel related websites agree on the core of its meaning as “an unsustainable number of tourists visiting a destination” (i.e. Ali, 2016; Milano, Novelli & Cheer, 2018; Statista, n.d.). Goodwin (2017, p. 1) presents a rather detailed explanation of the phenomenon:

Overtourism describes destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the quality of the experience has deteriorated unacceptably. It is the opposite of Responsible Tourism which is about using tourism to make better places to live in and better places to visit. Often both visitors and guests experience the deterioration concurrently and rebel against it.

In other words, overtourism depicts the worst-case scenario of having too many visitors. Estrangement of local residents from certain areas, negative effects on the tourists’ experiences, strains on infrastructure, harmful impacts on nature and threats to local culture and tradition are consequences that further reflect how deeply overtourism can change a community (McKinsey & Company., 2017, p. 18). At the core of the problem is the carrying capacity, and thus overcrowding, of a destination since “Carrying capacity is essentially a threshold that indicates the point at which a situation becomes unsustainable. Crowding is thus specifically seen as the violation of the socio-cultural carrying capacity; a threshold generally defined by norms” (Neuts & Nijkmap, 2012, p. 2135).

In recent years, residents in Reykjavík, Iceland have read an increasing number of headlines in the local newspapers such as:

*Nature pools are full of bacteria and dirt.*

*Want to limit the number of hotels in 101 Reykjavik: "Not particularly fun to get new neighbours every week".*

*Bound for yet another record in passenger numbers coming through Keflavik airport.*

*[Cruise]Passengers are peeking into windows of beautiful houses.*

*Source: Eiðsson, 2017; Hilmarsdóttir, 2017; Pétursson, 2017; Vísir, 2017*

These examples portray a negative story about tourists in Iceland – a country that has seen unprecedented numbers in growth of visitors (Ministry of industry and innovation, 2018) and is often used as an example in the discussion of overtourism (Dickinson 2018; McKinsey & Company, 2017; Sheivachman, 2016). However, it is not the only destination facing a surge in visitors as international travelling has become more available to a wider group of global citizens.

The development of the modern world has made the global community smaller, and travel to faraway places has become an ordinary part of most people's lives. With the widespread use of the Internet as a source for communication, citizens all around the world are sharing their travel experiences with each other and seeking more "authentic" glimpses into the lives of the locals of these destinations (Economist, 2017; Wonderful Copenhagen, 2016, p. 5). Through the newfound shared economy and development of services, such as Airbnb, tourists are no longer confined to designated tourist areas but are increasingly invading residential neighborhoods and overcrowding the locals' everyday establishments such as grocery stores, cafés and pubs (Gutiérrez, García-Palomares, Romanillos & Salas-Olmedo, 2016). In the worst-case scenarios, this has led to local opposition where blatant protests against tourists have taken place (Coldwell, 2017).

Increase in travel and competition between destinations has led destination planners to turn continuously more to marketing activities to raise awareness about the distinctive features and offerings of their destinations and create an image that attracts the intended visitors. The destination



image is important to any tourist destination because it directly affects both the tourists' intention to visit and their likelihood of recommending a visit to others. Especially important to this positive word-of-mouth is the psychological component of the image, which is closely linked to the hospitality of residents (Bigné Alcañiz, Sánchez García, & Sanz Blas, 2009). Not only are the destination planners marketing the physical attributes of the destination but also the symbolic manifestations of local culture and tradition, which have been commodified into a sellable product (Fletcher, Fyall, Gilbert & Wanhill, 2005, p. 213). In an interview, the director of Visit Reykjavik, a marketing office for the greater Reykjavik area, provides an example of such commodification in her suggestions for activities that tourists could seek during the holiday season. She states:

...and then we must not forget about the traditional Christmas recreation that we locals seek sometimes, such as going to mass to experience church festivities around the city which of course is a big part of the Icelandic Christmas traditions. We have also been suggesting going to the old cemetery by Suðurgata street and Fossvogskirkjugarður [cemetery] since the cemeteries' appearances change on Christmas Eve when there is a continuous stream of people going there. This is rather special for Iceland and a rich part of our heritage (Hilmarsdóttir, 2016).

In this case, a personal moment where families decorate graves with Christmas lights to remember beloved ones; has been promoted as an event for tourists to experience. It raises the question of whether residents agree with this development and if it affects their hospitability? In line with this and the invasion of the residential areas, there is a need to include the residents because the residents have a significant impact on how tourists perceive a destination, thus they must be included in developing plans for tourism. Therefore, the focus of this study will be on the residents and their subjective evaluations that affect their support of incoming tourists.

## **1.1 Delimitation**

Due to the magnitude of this topic, the study in this thesis needed to be delimited to ensure the quality of the results. The following section will present the theoretical delimitation.

Up until now most research on resident's attitudes and support for tourism have derived from social exchange theory, which assumes that residents can compare and contrast the impacts of tourism on their society and subsequently make a judgement on whether the positive outweighs the negative, which thereby leads to support for the industry (Sharpley, 2014). However, Nunkoo and Gursoy's (2012) findings suggest that residents' support for tourism is not only influenced by their attitudes towards the industry but also by their social identities. These identities guide behavior which are aimed at maintaining self-meanings associated with their identities. Following similar observations, scholars have begun to study the topic of residents' support for tourism through the theoretical lens of social identity theory and ingroup biases (Kock, Josiassen, Assaf, Karpen & Farrelly, 2018; A. Palmer, Koenig-Lewis & Medi Jones, 2013; Verlegh, 2007). Sharpley (2014) critiques the traditional use of social exchange theory as a theoretical perspective as he points out that the research on support for tourism has been rooted in internal cognitive and affective aspects of the residents' selves, which overlooks the relationships that exist between the residents and tourists. This relationship will be the subject of this thesis – therefore the residents' support of the presence of tourists themselves as opposed to the industry as a whole will be investigated through the perspective of social identity theory. The study in this thesis will investigate support of incoming tourists by analyzing the effect of residents' national identity on support. Building on existing literature, the known effects on residents' support are tested as mediating effects between the national identity and support of incoming tourist. Amongst them are residents' quality of life, their attachment to the place, perceived political empowerment and tension from the co-existence with tourists. Additionally, tourists' respect for residents' surroundings and perceived threat to the national identity will also be explored. By exploring these effects this thesis addresses research gaps presented in a recently published research note by Chien and Ritchie (2018) where they call for investigation on the social interactions between residents and tourist, especially the sources for intergroup conflicts that can arise.

The purpose of the thesis will be to develop a model that can be used to predict antecedents of residents' support of incoming tourists. The intended outcome is to develop a helpful tool for all

destination planners who wish to successfully present their destination to visitors in harmony with the residents.

## **1.2 The context of Iceland**

Iceland was a suitable choice for this study because both authors are Icelandic and have a close knowledge of its culture and the people who live there. Additionally, the island nation provides a uniquely isolated environment to examine, and has been the prime example of a country that has benefitted greatly from rapidly rising tourism in recent years.

In 2017, approximately 2.2 million tourists visited the country. The last decade has brought unprecedented growth numbers in tourism, the increase of visitors is circa 380% since 2010 where 460.000 tourists came to visit the country (Icelandic Tourist Board, 2018). As a result of this influx, the tourism industry has outgrown the fishing export industry, which has been the biggest source of foreign revenue since the country received its independence in 1944 (Óladóttir, 2017). The number of residents in Iceland in the end of the year 2017 were 348.580, which is staggering compared to the number of people visiting (Statistics Iceland, 2018). Based on the increase and ratio of tourists versus residents it is safe to assume that Iceland is facing the possible consequences of overtourism.

Like many other countries in the world, Iceland experienced the consequences of the economic crash in the fall of 2008. This resulted in inflation, high unemployment rates and a foreign trade deficit that deeply affected the lives of the Icelandic people. Following a volcanic eruption in 2010 that stopped air traffic all over the world, the Icelandic Tourist Board was established with the objective of marketing Iceland as a year-round tourist destination (Government offices of Iceland, 2010). As the current situation shows, this was a successful endeavor as the number of visitors started to grow beyond the most hopeful estimations and the economy started to flourish. Among the signs of the improving economy were the increased value of the Icelandic krona, increase in the number of cranes around as construction began anew as well as media attention surrounding the growing tourist industry. The authors were both residing in Iceland at the time, and observed

that the general public were supportive of the developments and were welcoming towards new visitors. This is line with academic studies as they have found the residents' perception of the economic situation in the society to have a significant impact on support for tourism. If the perception that the economy needs improvement prevails, it is likely that residents will support the development of the industry as well as mitigating the perceived negative impacts of the influx of tourism (Gursoy, Chi, & Dyer, 2010). However, today the economy is in a relatively good state: economic growth is back to what it was before the crash and unemployment is about 2% (Viðskiptablaðið, 2017) but the discussion surrounding the negative aspects of tourism have become more prevalent, especially in the media, where the role of the government has been criticized. Which leads to the question – are the Icelandic people still supportive of these visitors now and are there other factors besides economic impacts influencing their perception?

It seems that little attention is being paid to socio-psychological impacts of tourism on residents and the cultural change that may follow, since it has been and still is urgent to attend to infrastructure development, nature preservation and distribution of tourists throughout the country (McKinsey & Company, 2017). Though most celebrate the new and vibrant city that is evolving, Icelanders can't ignore that hotels and other tourism related services have taken over and changed the appearance of the city (Ministry of industry and innovation, 2018). An example of



Figure 1. Illustration of tourist and resident co-existence in local swimming pools. Source: Lóa Hjálmtýsdóttir, 2018

changes where Icelanders are less tolerant, is the strain that tourism has put on the locals' enjoyment of the geothermal swimming pools, which is a recreation deeply rooted in the cultural heritage where locals come together to relax and where countless unwritten social norms and rules apply. The geothermal pools are one of the main attractions that tourists seek as an Icelandic experience, as more than half of visiting tourists bathe during their visit

(Icelandic Tourist board, 2017). A degree of negativity has surrounded the topic of tourists and their inadequacy to follow the norms and rules, which has even been cleverly portrayed through comics in a local paper, see figure 1 (Guðjónsson, 2017). This is a good example of where locals and tourists co-exist in an environment where it is possible for locals to become alienated. Based on these and a variety of related observations it is logical to raise the question that Ali (2016) raises in his article: “Are the people and their cultures resilient enough to withstand the flood of overtourism?”.

In line with the development in studies on support for tourism it is relevant to include the national identity of Icelandic residents, because in Rosenow and Pulipher’s (1979) studies they found a tendency for the identity to become diluted when a “high growth rate is accompanied by poor planning and management” (as cited in Andereck, Valentine, Knopf, & Vogt, 2005, p. 1058). Furthermore, individuals' identities have been found to have a strong effect on support for tourism and therefore this thesis will try to investigate further the relationship thereof (Nunkoo & Gursoy, 2012). The Icelandic Tourist Board seemingly is paying more attention to the residents' experiences with tourists visiting their country but up until now no causality between attitudes and support have been established (Icelandic Tourist Board, 2017).

The intent of this thesis is to establish the influencing factors for residents' support of tourists under the pretenses of social identity theory, with the aim of providing a tool for agencies, such as the Icelandic Tourist Board, that enables them to carry out more strategic marketing research.

### 1.3 Research questions

This thesis aims at developing a conceptual model in order to answer the following research question:

**How has the mass tourism development affected residents' support of incoming tourists in Iceland?**

To ensure that all aspects of the research question are covered, two sub questions were formulated to shed a light on the details of the relationship between the constructs in the model. They are as follows:

1. **Are the Icelandic people supportive of the incoming tourists in their country?**
2. **To what extent does the national identity of residents, attachment, tension, identity threat, respect, political empowerment, and quality of life affect the support of tourists visiting the country?**

A quantitative research approach will be taken to collect data for a partial least squares structural equation model (PLS-SEM) which is meant to answer the research questions of this thesis.

## 1.4 Thesis structure

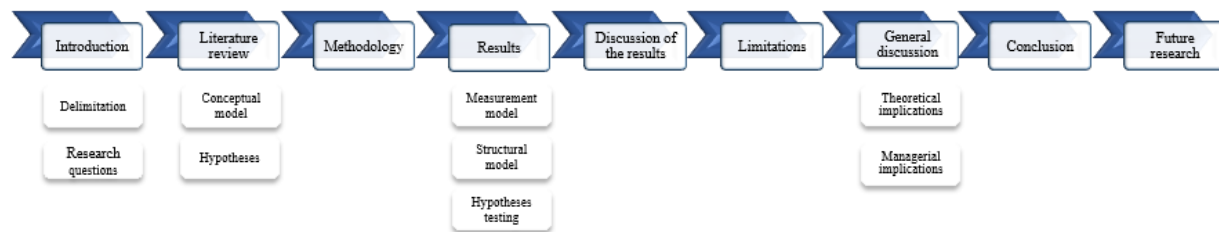


Figure 2. Thesis structure. Source: Own illustration.

The **first chapter** introduces the thesis topic, and its place in modern society is outlined. The topic delimitation is next presented due to the scope of this thesis, followed by an elaboration of the research context of Iceland. Lastly in the introduction chapter, the research questions around which the discussion of this thesis will revolve are presented.

The **second chapter** will review the literature at hand and discuss in detail the constructs which will be used as a foundation to develop the model.

The **third chapter** introduces the research methodology and the underlying philosophical perspectives for this thesis.

The **fourth chapter** presents the statistical findings from the research, where statistical tests used to determine the reliability and validity of the data are explained.

The **fifth chapter** is a discussion on the results where the findings are reflected in regard to the theory presented in the literature review. Here the research questions are answered.

The **sixth chapter** is a discussion on the limitations of the research, where generalizability, reliability and validity are reflected upon.

The **seventh chapter** is a general discussion on the findings where the managerial and theoretical implications are presented.

The **eighth and ninth chapters** are a conclusion of this thesis and suggestions for further research, respectively.

## 2. Literature review

As stated in the introduction, this thesis will investigate what factors influence residents' support of incoming tourists. This chapter will present the existing literature on the various concepts that will be used to build the model later in this thesis. Firstly, the foundation of brand building is introduced and the importance of residents as key stakeholders for destination development is explained. Next, the premises of social exchange theory are elaborated to demonstrate its deficiencies as a theoretical foundation for studying residents' attitudes towards tourists. Following this, the constructs of the model will be presented, the model can be seen in figure 3 – the first construct is the national identity of the residents. In this thesis, the national identity will be perceived as one of the social identities that people use for self-categorization. Local

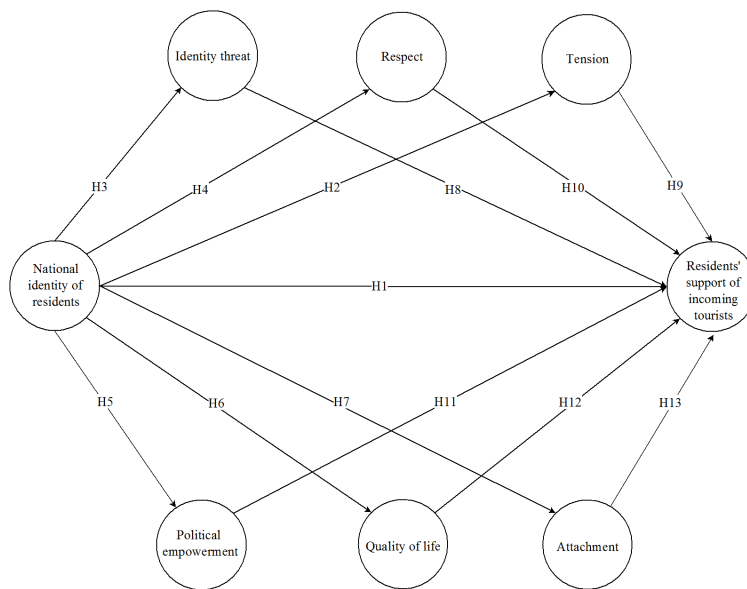


Figure 3. Conceptual model. Source: Own illustration.

resident attachment will be introduced in relation to national identity. Thereafter the impacts of political empowerment on support will be presented, followed by a discussion on the overall impacts of tourism on residents. The impacts are broad, both negative and positive, which ultimately can affect their quality of life. Next the causes of tension, identity threat caused by tourists' presence and respect for residents' surroundings will be deliberated. Lastly this chapter defines what is constituted as residents' support of incoming tourists in this thesis.



## 2.1. Destinations from a branding perspective and the role of residents in the destination brand development

A place brand is a network of associations in the place consumers' mind based on the visual, verbal, and behavioral expression of a place and its' stakeholders. These associations differ in their influence within the network and in importance for the place consumers' attitude and behavior (Zenker & Braun, 2017, p. 275).

As this definition explains, those who manage place brands must deal with their high complexity (Hanna & Rowley, 2011a). Furthermore, it no longer a question of *if* a place should be branded but rather *how* it should be branded (Hanna & Rowley, 2011a). Until recently the destination brand was understood as a distinct concept separate from the place brand, but due to adoption of a more holistic approach, the destination brand now is a part of the place brand – mainly because of the realization that residents are a part of the destination brand. One of the implications of this is that the brand concept needs to be clear enough so that it appeals to the targeted visitors yet complex enough that the residents can identify with it (Zenker, Braun & Petersen, 2017). The place brand communication has been divided into three types: *the physical place*, *traditional communication* and *place word-of-mouth*. The physical place is as the words imply is mostly the visual cues of the place, such as buildings, recreational places, and its experiential aspects, such as locals' behavior. The traditional communication is categorized as public relations and advertising, which is under the control of the destination marketing managers. The word-of-mouth is the interaction between stakeholders such as the host-tourist relation, where information is exchanged in an informal setting either verbally, visually or behaviorally (Zenker & Braun, 2017).

### *A shift in branding perception*

The branding literature has evolved from perceiving a brand merely for its product differentiation and identification (Aaker, 1996) to having a more dynamic and process-oriented view on a brand. The product differentiation emphasis is evident in the most commonly used definition of branding: "A name, term, sign, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 1991, p. 442). However, the definition is no longer considered sufficient

to describe the dynamic phenomena that brands are considered to be now, since anything can be branded (Merz, He & Vargo, 2009; Schmitt, 1999). Merz et al. (2009) outline in their paper, on the evolvement of brand logic, the different brand eras. There they explain how brands have evolved from being used for mere product differentiation to becoming a source of value to the customer. In the 1990s the branding scholars realized that brands furthermore have a symbolic meaning to customers and that the relationship with internal and external customers had to be taken into consideration. This led to the development of Keller's (1993) customer based brand equity model. The conceptual model is depicted by a pyramid which explains the "building blocks" that need to be established to build brand equity. The model can be seen in figure 4.

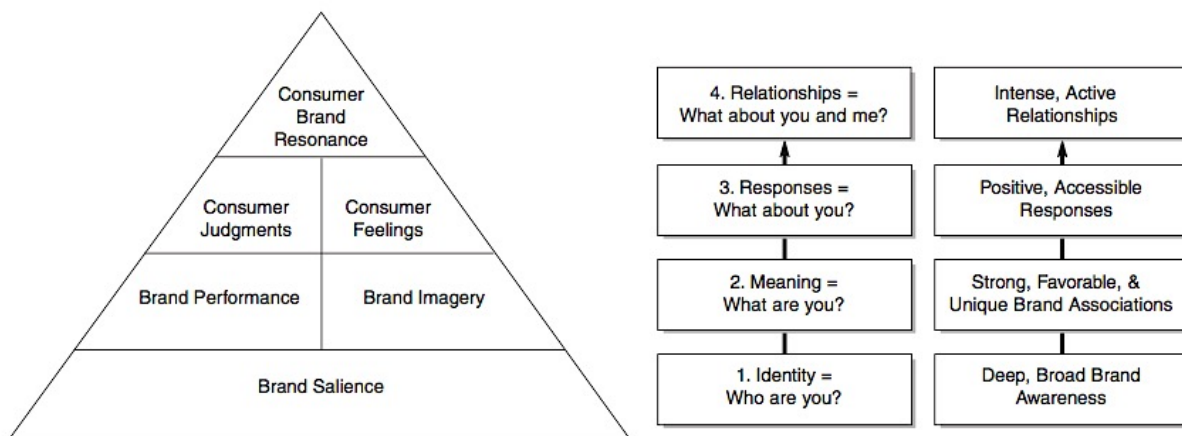


Figure 4. Customer-based brand equity model. Source: Keller (2001).

Brand equity is built by establishing all the building blocks, beginning at the bottom until the top is reached. The steps are to create a brand identity, thereafter brand meaning. When meaning has been established the next step is to elicit positive brand responses which then culminates in the top of the pyramid where a loyal relationship with the customers has been established. This brand relationship includes *loyalty*, *attachment*, *sense of community* and *active engagement* from customers (Keller, 2001) which embraces the dyadic relationship between the brand and its customers where value is co-created through interaction (Merz et al., 2009). Most recently branding literature has been extended even further to include not only customers but all stakeholders in the

branding process, so that the collective values of all stakeholders are considered in the branding process (Merz et al., 2009) thus brand managers now seek the *loyalty, attachment, sense of community* and *active engagement* from all stakeholders. Stakeholders are all groups and individuals which the organization might influence or is influencing with its actions (Freeman, 1984, p. 25). Now brands are not produced solely out of managerial efforts, but are created through interactions between brand managers and other stakeholders (da Silveira, Lages, & Simões, 2013). The branding literature is thus evolving towards a more service-dominant logic (Vargo & Lusch, 2004). This service-centered perspective has shifted towards focusing on the exchange processes and interactions among different actors within a network (Vargo & Lusch, 2004). In short, it is important to understand and incorporate all relevant stakeholders in any process carried out by the organization, with integrated measures (Freeman, 1984, p. 26). This approach relates directly to the focus of this thesis in considering how the residents, as stakeholders, shape the development of destination branding.

Yang et al. (2013) argue that there are four main stakeholder groups related to tourism which all have different social identities; government and tourist entrepreneurs, locals and tourist and that the social identities of the groups are reaffirmed and maintained partially through the conflicts and tensions with the other groups. Since this thesis particularly focuses on the tourist-host relationship only two of the stakeholder groups will be considered for the remainder of this thesis, those who identify as Icelandic and the visiting tourists.

### *Residents as stakeholders of the destination brand*

The service dominant logic is a good frame of reference when planning for place brands as it "considers the full dynamics of place brands and addresses the need to involve stakeholders in the place branding process" (Kavaratzis, 2012, p. 8).

Aitken & Campelo (2011) emphasize that in the place brand development process it is important that the relationship between residents and a place is fully understood. They further explain that "... the identity of a place takes shape when similar perceptions are shared across a community. These shared perceptions influence attitudes, define values, create meaning and determine the degree of their importance in the community's life" (p. 922). Research has shown that stakeholder participation in the place branding process is essential, as place brands derive their meaning from array of stakeholders who co-create and co-manage the brands, both individually and collectively. Stakeholders empowerment is the key in the discussion of place brands, as decisions are carried out by stakeholders and meaning to the place brand is derived from them. Therefore, a dialogue should be kept ongoing between relevant stakeholder groups, where the brand meaning, and further development of the brand would be the focus. Such a discussion should be initiated and managed by managers of the place brand (Kavaratzis, 2012). In Hanna & Rowley's (2011b) strategic place brand management model one of the key components is stakeholder engagement, underlining the role stakeholders play in place branding process.

To highlight the importance of residents as key stakeholders in the tourism development of their home area, it has been demonstrated that their life satisfaction is the strongest incentive for residents' participation in co-creating value for the place. In other words, those that are happy overall with their lives are more hospitable and respectful of tourists. In relation to this, life satisfaction, or quality of life, is mainly influenced by non-economic benefits, of both social and cultural kind. It is therefore of great relevance to understand what influences residents to participate in the value co-creation process (Lin, Chen & Filieri, 2017). Furthermore, Gursoy, Jurowski, & Uysal (2002) emphasize the importance of city brand planners to have an understanding of the what impacts residents' support for further development in tourism. Their writing asserts that such knowledge can prevent planners from investing in development projects that will not gain local residents' support, as projects without support are not likely to succeed. Other researchers, such as Bimonte & Punzo (2016) also highlight the fact that sustainable tourism development requires residents' acceptance. Gursoy et al. (2002) developed a model for host community support to enable the assessment of the likelihood of such support, underlining the need

to investigate the resident support as they play an important role in visiting tourists' experience of the destination (Garrod, Fyall, Leask & Reid, 2012).

The residents' role in the place branding process has been described as threefold; *residents as an integrated part of a place brand*, *residents as ambassadors for their place brand* and *residents as citizens*. The role of residents as a part of the brand entails that they partly create the meaning of the place brand, as ambassadors they are an important source for word-of-mouth – communicating the meaning to the prospective visitors (Braun, Kavaratzis & Zenker, 2013). The third role, residents as citizens, is of great significance as “residents choose their local government officials, have political power and participate in political decisions” (Braun et al., 2013, p. 21). If this role is neglected by place brand managers, residents might react negatively to the expectations of them forming and advocating the place brand (Braun et al., 2013). Furthermore, it is vital that the residents identify with the core-values of the place brand, in order for it to feel authentic to them. From the managerial perspective, it must be guaranteed that these values do not become diluted (Hanna & Rowley, 2015)

## **2.2. Reflections on social exchange theory**

The first mention of social exchange theory as a theoretical framework in relation to tourism research, more specifically perceived impacts of tourism from the residents' perspective, is in a paper written by John Ap (1990). His critique was that the former studies had thus far lacked a theoretical foundation and that a framework was needed for further development in the field - the proposed solution was application of social exchange theory, which originates from sociology. Ap defines the theory as “concerned with understanding the exchange of resources during an interpersonal situation. It is a theory about behavior which seeks to understand and predict the behavior of individuals in an interaction situation” (Ap, 1990, p. 164). A further premise of the theory is that the exchange will be repeated if the parties involved feel that the benefits of the exchange outweigh its costs (Nunkoo & Ramkissoon, 2011). The theory has since then served as a foundation for most research on residents' support for tourism and has been used to determine

economic as well as non-tangible value derived from the exchanges with visiting tourists (McGhee & Andereck, 2004; Nunkoo & Ramkissoon, 2011)

On the contrary, Sharpley (2014) points out several flaws to applying social exchange theory as a theoretical framework for examining tourist-host relations and residents' perception thereof. He notes that one of the main issues is that the framework assumes that there is an exchange between the residents and tourists. Yet in reality, many of them never communicate explicitly but rather co-exist at the tourist destinations, making the encounter "unintentional and involuntary" (Sharpley, 2014, p. 45). This is in line with Ko and Stewart's (2002) findings that the level of these individual relationships between residents' and tourists should be included in models measuring support for tourism development. In short, the nature of the relationship between the two parties can be a determining factor for residents' perception of the impact tourism has on their society and their support for further development (Woosnam, 2012). Therefore, it is important to understand the residents' reactions to the tourist influx (Gursoy et al., 2002).

### **2.3. Social identity theory**

Social identity theory is about the collective and individual self. The aspect of the theory relating to the topic of this thesis, is the collective self or the social identity, "...which is associated with group membership, group processes, and intergroup behavior..." (Hogg, 2012, p. 503). Social identity can be explained in terms of assessment of the similarities of people in the same group and the differences of people from other groups. Group behavior can also be explained in terms of behavior of a group, for example with ingroup bias, intergroup discrimination and cohesion (Hogg, 2012, p. 503). Ingroup bias is explained from people's need to evaluate positively their self and the social groups they are a part of; "the strength of ingroup bias increases with the level of identification" (Verlegh, 2007, p. 362).

Groups are central to an individual's social life, as people are part of families, go to certain schools, are employed by organizations, "and identify with ethnic, gender, political, and national groups" (Hogg, 2012, p. 502). By definition, a social group consists of three or more people with the same social identity (Hogg, Abrams, Otten & Hinkle, 2004). Groups vary in terms of size, how long they last, what role they play in people's lives, cohesiveness and how pure it is perceived, meaning how similar group members are (Hogg, 2012, p. 502). In short, social groups characterize the people that belong to them. They impact how members perceive themselves, the type of people those belonging to them are, affect how members behave, the attitudes and values members hold, and how members interact with and perceive others. Furthermore, groups influence how people outside the groups perceive those belonging to them, they serve as lens for members to be viewed by those outside of the group. People derive their identities from groups they belong to and become part of the social world through them (Hogg, 2012, p. 502-503; Tajfel & Turner, 1986).

Tajfel & Turner (1986, p. 15) describe social categorizations as implements that are used cognitively to segment, classify and make sense of the social environment, which allows individuals to participate in different social activities. However, social categorizations are not only explained in terms of dividing the social world in different classes. The concept is also explained as "...a system of orientation for self-reference: they create and define individual's place in society" (Tajfel & Turner (1986, p. 16). Put simply, social groups serve for their members as a source for self-identity from a social perspective (Tajfel & Turner, 1986, p. 16).

The concept of social identity is the balance between similarity to others within same group while remaining distinctive in comparison to other groups (Brewer, 1991). Social comparison was a key element in the development of social identity theory as it shed a light on group behavior in regard to social categorization and self-conception. Through comparison, people affiliate with others who have similar perceptions and attitudes (Hogg, 2012, p. 506). The social identity of a group depicts how the ingroup is united in relations to their beliefs, attitudes, behaviors and feelings and how the ingroup differs from outgroups in terms of those same factors (Hogg & van Knippenberg, 2003).

In order for intergroup differentiation to take place three conditions must be fulfilled. Firstly, group membership needs to be incorporated by the individual as his or her own self-concept. Secondly, the context of the comparison matters for which attributes are used in evaluation of the outgroup. Thirdly, comparison only occurs to outgroups that are perceived relevant by the ingroup. This differentiation is important for ingroups to gain superiority over outgroups (Tajfel & Turner, 1986, p. 16).

Social identity theory has been used to some extent when investigating residents' support for tourism development. A. Palmer et al. (2013) applied social identity theory to the study of tourism in order to learn about host communities' support for incoming tourism. Zenker, Braun & Petersen (2017) in turn applied the theory to explain the effects of destination- and place branding on residents and tourists. They argue that social identity theory enables researchers to understand the reasons behind consumers' actions.

People use positive social identities for self-enhancement and to increase self-esteem, which in turn enhances the distinct social identity of their group (Hogg, 2012, p. 507). Furthermore, a sense of belonging can boost a person's self-esteem when he or she identifies with a group (A. Palmer et al., 2013) or a place, such as person's home city (Zenker & Petersen, 2014). People identify with a group of homogenous people, in terms of same behavior and way of communication, that together form a nation (C. Palmer, 1999). It is here that an important link is established between the self and the identified group, in this case a nation (Zenker, Braun & Petersen, 2017).

Zenker and Petersen (2014) describe how residents that identify with their home city can be biased when evaluating information on their city because they seek out positive information in order to maintain a positive identity, since the place is a part of their own identity. Negative information is therefore perceived less important until a certain level is reached. Residents who identify deeply



with a place might be more resilient to towards minor negativity, but in the cases of extreme flaws in relation to the place the reaction to it is greater than from those with less identification (Zenger & Petersen, 2014).

## **2.4. National identity**

National identity is defined in the Oxford Dictionary as “a sense of a nation as a cohesive whole, as represented by distinctive traditions, culture, and language” (Oxford Dictionary, n.d.). Factors like pride, sentiments and the character of the nation provide residents with national identity. Manifested in the nation's heritage, these factors enable residents to distinguish their nation and communicate it to others (C. Palmer, 1999). Residents’ positive identification with their place of living as a destination brand, where identification was measured in terms of sense of belonging and attachment, has proven to be influential on hospitality and on their intention for advocacy for the destination. Since local residents are a part of the destination brand, both as co-developers and also as consumers of it, it is important that destination planners understand and include their identification with the brand in the branding process in order to successfully build up the destination brand (Choo, Park & Petrick, 2009).

Verlegh (2007) distinguishes between national identification and consumer ethnocentrism. Though both refer to preferences for domestic products rather than foreign products, the two constructs differ in terms of conceptualization. Consumer ethnocentrism relates to the economic side of home country favoritism where consumers feel the need for protecting their own economy. National identification on the other hand is symbolic and derives from the need consumers have for a positive national identity, which strengthens their group- and self-esteem. The results from Verlegh’s study (2007) show that the two concepts, national identification and consumer ethnocentrism, were the incentives for the home country bias and affected consumers’ choice for domestically produced products. Where in the case of this thesis, the product would be tourism in Iceland, under which we consider nature, culture, recreational activities and other facilities. This

thesis will focus on the symbolic elements affecting resident support and will therefore only discuss the impacts of the national identity, as previous studies have overlooked the non-economic elements impacting the support (Strzelecka, Boley, & Woosnam, 2017). In Verlegh's (2007) paper it is suggested that in order to increase consumers' domestic bias, social-psychological associations should accompany economic reasoning in the marketing communication. In Verlegh's own words, "Consumers' attachment to their country goes well beyond economic concerns, as nationality is part of consumers' identity" (2007, p.362), which establishes a link between national identity and place attachment.

## **2.5. Resident attachment**

McCool and Martin (1994) explain community attachment "...as the extent and pattern of social participation and integration into the community, and sentiment or affect toward the community." (p. 30). Strzelecka et al. (2017) examine the relationship between place attachment and empowerment and how the former describes how tourism facilitates residents' empowerment, as studies have found empowerment to be an influencing factor for residents supporting tourism development (e.g. Boley, McGehee, Perdue & Long, 2014). Residents that show higher identification, or attachment, with their local community and environment, will be more likely to perceive impacts of tourism as psychologically beneficial to them – which will boost their pride and self-esteem. At its core, "...residents that are more invested in the place in which they live have more to gain or lose psychologically than other residents who are less attached" (Strzelecka et al., 2017, p. 69). Place attachment has been found to increase the perceived impacts tourism has on the connection of the community, or cohesion. Local residents that are highly attached, to their place of living and community, feel there is more at stake from the tourism development and are therefore more eager to join forces in order to improve it, such social empowerment might thus lead to support for tourism (Strzelecka et al., 2017).

Gu and Ryan (2008) argue that residents' emotional bond with a place serves as a good indicator for their behavior. In their study, where they examine the relationship between residents and tourists in a Chinese setting, they also state that the effects of tourism upon the community investigated can perhaps influence the perception of attachment in regards to possible changes that might result from tourism development. From the results of the study it is suggested that polarized opinions regarding the increase of tourists in the area, might threaten the sense of community. When some might perceive their place attachment and the identity derived from the place to be weakened due to changes caused by tourism others feel a sense of pride, resulting in place attachment enhancement (Gu & Ryan, 2008).

The relationship between support for tourism and community attachment has not been proven conclusive as findings on the subject have varied considerably. Gursoy et al. (2002) note that the few researches which have been conducted to investigate the link between community attachment and attitudes towards tourism have presented very different findings. It has been pointed out that this inconsistency in the findings, might be due to how attachment has been measured in terms of length of residency, and suggested that other indicators should be used to measure it (Gursoy & Rutherford, 2004). For this reason, in this thesis, indicators will be used that reflect attachment from a more affectual perspective, as will be explained later in chapter 3 on methodology.

Gursoy et al. (2002) were unable to confirm a relationship between community attachment and support for tourism. However, they do suggest that residents' concerns for their community should be included in the decision making regarding tourism planning and promotion, in exchange for their support. Moreover, findings from X. Li and Wan's study (2013) indicate that residents that have strong community attachment, based on length of residency, showed more negative attitudes towards tourism development, yet attachment did not appear to have any effects on perceived positive tourism impacts. McCool and Martin (1994) found that residents who were highly attached to their community perceived the benefits of tourism more positively than those residents that were less attached, where residents' level of attachment was measured in terms of emotional connections

towards their place of living, or sense of belonging. Findings from Gursoy and Rutherford's study (2004) also suggest that residents with high community attachment are more likely to perceive the impacts from tourism development as positive, both from an economic and a social perspective.

In the tourism development process, it is vital to know what affects attachment and how it is constructed, as residents consider the feeling of belonging to be an important part of their quality of life. Tourism planners should be cautious not to demolish the values that are considered important in the community, especially in communities where attachment is high and the community therefore more vulnerable to negative impacts (McCool & Martin, 1994). Changes caused by tourism development, can have negative impacts on the community, and can in some cases make residents feel alienated from their community, and their attachment or feeling of belonging to the community might be lost (McCool & Martin, 1994). Also, those residents that are highly attached, have greater reactions to disturbance in their area, that is perceived as a threat to their identity, a construct that will be elaborated below (Manzo & Perkins, 2006).

Residents' support for tourism development depends on residents' perception of their community – whether the place is primarily to live, or to work there. Residents who mainly perceive it as a place of living have more at stake in the community and want to feel a sense of belonging, they are however more susceptible to tourism impacts (Liang & Hui, 2016).

## **2.6. Political empowerment**

Boley et al., (2014) state that in order for tourism management to receive positive attitudes from residents regarding tourism development, attention must be directed towards how empowered residents feel and how they can become empowered in regard to the industry. Findings from their study show a significant relationship between residents' perceptions of political empowerment and residents' perceptions of the positive and negative consequences of tourism in their home

area. Boley and McGehee (2014) explain the construct of political empowerment as the influence and power that residents hold over the tourism development in their own community. They stress the importance of political empowerment as it enables residents to express their thoughts concerning the development of tourism in their home city. Residents need to have their voice in the process of planning for tourism and to be able perceive that there is a platform where their concerns can be shared (Boley & McGehee, 2014). Scheyvens (1999) investigates how political impacts of ecotourism affect local residents and presents a framework to analyze those impacts. Her suggestions agree with those of Boley & McGehee (2014) as she states that for successful political empowerment the voices and concerns of residents need to be of focus through the tourism development process. Along those same lines are the findings from Akama's study (1996). According to him communities need empowerment to reach decisions on tourism planning. Other studies, such as X. Li and Wan's (2013) stated that residents' political empowerment increased their likelihood of support for tourism development. It has also been suggested that the trust residents hold towards its government actors influences their support for tourism development. Such trust is based on residents perceiving political actions as being carried out in the best interests of the whole community (Nunkoo & Ramkinsoon, 2012).

## **2.7. Effects of tourism development on residents**

Residents, as a major stakeholder group, have significant impacts on the visiting experience of tourists in their home city. As such, it is vital for a destination to remain sustainable that the residents and their perspectives be considered when planning for long-term growth of the industry (Woo, Kim, & Uysal, 2015). Research on tourism has in the last years widened its focus from only the economic benefits of tourism to include the perceived value of the experience, both for tourists and other stakeholders. This entails a more holistic approach to the subject, thereby including the social and emotional value of tourism (Woo et al., 2015). The effects of tourism development in a resident's home city or region can have both positive and negative effects on their life. These effects are manifold and can include direct economic effects such as employment rates, price of living and higher wages in the area, as well as environmental, socio-cultural and psychological effects such

as overall quality of life, happiness and cultural perseverance (e.g. Andereck, Valentine, Knopf, & Vogt, 2005; Lin, Chen, & Filieri, 2017; Liu & Var, 1986). In this chapter, the positive effects of tourism development will be introduced and the interplay between the perception of these effects and resident attitudes.

The effects, or impacts, have been measured in various studies where empirical research has been used to develop scales that measure residents' perception of the impact of tourism on their community (e.g. Andereck et al., 2005; Gursoy et al., 2010; Liu, Sheldon & Var, 1987; Nunkoo & Gursoy, 2012; Woosnam, 2012). Furthermore, there has been disagreement in the findings on whether different types of impacts, i.e. traffic congestion, had a measurable effect and whether it was positively or negatively perceived by residents (Andereck et al., 2005). In some cases, such as in Liu & Var's (1986) study, the residents considered the negative impacts outweighed by the economic profit of the tourism, thereby showing support for tourism in their region. For many the most obvious benefits of tourism are the economic benefits to local communities which include more job availability, increased investment and local business which subsequently increases the perceived standard of living (Liu & Var, 1986). The higher standard of living also has an effect on not only their everyday life chores, but also on leisure activities as studies have found that residents have welcomed the increased number of leisure activities, such as festivals, museums, shops and restaurants in their area. Additionally, they reportedly enjoy the cultural exchange of interacting with tourists from other cultures (Andereck et al., 2005; Liu & Var, 1986). Residents have furthermore shown to perceive positively the preservation of historical sites that often accompanies the growth of tourism (Liu et al., 1987). The positive impacts of incoming tourism do not only entail changes to the physical - and economic environment of the destinations but also to the psychological wellbeing of the residents as their sense of pride, self-image and community belonging was increased through the increased attention to their cultural heritage (Andereck et al., 2005). All of the aforementioned impacts can have an effect on the perceived quality of life for local residents. This can increase support as there has been found to be a positive relationship between residents' perceived quality of life and their support for tourism development

(Woo et al, 2015). Hence if the industry has positive effects on resident's quality of life they are more likely to support its development in their home region.

### *Community carrying capacity*

Adaption to development of tourism in regions are dependent on several influencing factors. One of which is the ratio of tourists to hosts, as every community has a threshold for incoming tourists that they can carry without disrupting the lives of the locals. Generally, the rule is that the smaller the nation is the more apparent are the social effects of tourism (Fletcher et al., 2013, p. 230-234). It has been found that in areas where there is high intrusion by tourists that residents are likelier to be negative towards tourists and the related industry (Pizam, 1978). This negativity has been measured through resident responses to the tourists as for example with the Doxey Index (1975) which is meant to describe the "level of irritation generated by tourist-host contact" (Fletcher et al., 2013, p. 206). The index suggests that as destinations grow in popularity and become more tourist centric that the tourists' presence causes tension to the locals' lives, which ultimately leads to negative perceptions and feelings towards them (Doxey, 1975, as cited in Gursoy et al., 2010). The attitudinal scale consists of four levels, starting with *euphoria* which is characterized in the initial enthusiasm when the tourism development is in its primal stages. Next is the level of *apathy* where residents consider tourists yet another way of making a profit. Following apathy is *irritation* when the influx of tourists causes a strain on the society due to a need for additional infrastructure to increase the destinations carrying capacity. The fourth and final level is *antagonism* where the tourists are considered the root of negativity in the destination and residents have depleted their hospitality, thus showing hostility towards visitors (Fletcher et., 2013, p. 206).

Another similar, but more behavioral, measurement scale was developed by Ap & Crompton (1993) where the residents' responds were based on the number of visiting tourists and their behavioral, rather than a perceived cultural gap between the two groups. They describe a progressive continuum where the stages are; *embracement* – *tolerance* - *adjustment* and

finally *withdrawal*. Ap & Compton (1993) proclaim that in the beginning the residents are eager to welcome tourists and actively try to promote their region, but with the increase of tourists they find themselves having to *tolerate* the negative impacts that the tourism can have on the region. However, in this stage their opinions and behavior towards the tourists remain positive since the benefits are still apparent. In the third stage, *adjustment*, the residents have accepted that the tourists have become a part of the community but their feelings towards the tourists are neutral. The fourth stage is *withdrawal*, where residents show resentment towards tourists and even flee their own homes during high season or when festivals occur.

Though the two scales are somewhat similar, it is interesting to compare the highest levels of the residents' responses – antagonism and withdrawal – as those two are the responses that have been reported in the areas that are under the effects of overtourism, where residents either protest and fight for their neighborhood or simply move away, as we have seen in cities such as Barcelona and Venice (Gerard-Sharp, 2017; Días, 2017). In the following section the negative impacts of tourism will be revealed and the subsequent threat to residents' current lifestyle and tension that can occur between tourists and local will be explained.

## **2.8. Negative impacts of tourism on resident lives**

Amongst the negative impacts of incoming tourism is crowding, more litter, crime and traffic congestions as well as pollution (Andereck et al., 2005; Liu & Var, 1986; Milman & Pizam, 1988). Furthermore, in some instances the cost of living and -housing rises as increased demand increases prices (Lai et al., 2017; Liu & Var, 1986). As mentioned above many of the impacts of tourism on the locals that have been tested have been found to give inconsistent findings. Therefore, many of the impacts mentioned as positive outcomes can also turn out to be the opposite, such as commodification of the local culture (Fletcher et al., 2013, p. 207-215). Rather than listing those same impacts again, this chapter will explain the possible consequences of such negative impacts on residents – namely the identity threat that the presence of tourists imposes and the tension that



can arise between the two groups. For the purposes of this thesis, threat by tourists will be defined as a symbolic manifestation of the construct, therefore relating to more subjective aspects of life, such as way of life and culture. Tension however will be considered from a situational point of view where tension is experienced. The concepts are not mutually exclusive but overlap in some instances or one can lead to the other. In the following pages the constructs of identity threat, tension and respect from tourists will be explained.

## **2.9. Identity threat by incoming tourists**

According to Billig (1995) a national identity is reinforced "... in daily life by language, cultural products and symbols such as flags, which strengthen the feeling of belonging" (as cited in Verlegh, 2007, p. 363). Though mentioned above that the increase in tourism can reinforce culture and remind residents of what they have, there is also a risk that the symbolic characteristics of the national identity can be threatened by incoming tourism (Fletcher et al., 2013, p. 212-215) thus threatening the national identity itself. It is assumed here that the identity threat from incoming tourists is essentially a power struggle over resources. However these resources do not serve economical purposes but are rather symbolic resources, i.e. capital cities, nature, customs, cultural artefacts and as well as recreational places, that are used to maintain a certain lifestyle and national identity (C. Palmer, 1999). Therefore, threat from incoming tourists exists, as their presence and needs can lead to an alteration of these resources or hinder the locals in carrying out their customs and traditions used to reinforce and maintain their national identity. Furthermore, it has been found that local traditions become weakened and that the culture can lose its authenticity (Dogan, 1989).

A central notion to the social identity theory is that a group will try to maintain its distinctiveness (Tajfel, 1982). The distinctiveness threat can occur when the group, or in this case the nation, perceives itself as "... not having a distinct social identity, or one that is insufficiently distinctive from other comparison groups" (Branscombe, Ellemers, Spears & Doosje, 2002, p. 41). It shall be noted that the national identity is not a static entity but rather it evolves over time (C. Palmer, 1999)

and therefore it is viewed as a continual process. On a similar note the authenticity of the local culture often becomes a focal point for the residents when they start to acknowledge that their culture is being judged and sought out by others – it is indeed being standardized and sold to visiting tourists. Cultural objects or resources that had never been considered in terms of their authenticity, they just were there, suddenly are evaluated on new terms (Zhou, Zhang, Zhan & Ma, 2015). Therefore, when the cultural resources used to remain distinct as a nation are altered to please tourists or become commodified, hence lose their authenticity, there is a chance of residents perceiving it as a threat to their national identity. When applying this to the tourism studies it can involve the changed image of a capital city due to more hotels and tourism related stores, or less use of the local language due to increased foreigners around. Furthermore, other types of socio-cultural effects of tourism, or types of adaptation, can affect the perception of authenticity and distinctiveness of the culture namely; *staged authenticity* where fake events that are supposed to represent the heritage are presented to tourists, *standardization* where areas become filled with international brands to satisfy the tourists needs for familiar brands which can affect the cultural diversity in the area and the aforementioned *commodification* (Fletcher et al., 2013, p. 212-214).

The identity threat can be differently perceived and experienced based on the strength of the national identity, or social identity, of the residents and subsequently affect their behavior as has been reported in other research on the impact of social identities. In other words, the response to perceived threat may vary based on the person's identification or commitment to the threatened social group (Ellemers, Spears & Doosje, 2002, p. 163-166), here their fellow nationals. A premise for a group showing negativity towards an outgroup they need to feel threatened by the outgroup (Hewstone, Rubin & Willis, 2002) and such negativity can often lead to tension between groups. This tension will be explained in the following section.

## **2.10. Tension between residents and visiting tourists**

The phrase “*This town ain't big enough for the both of us*”, a common reference originating from cowboy movies, comes to mind when considering the residents reaction to cities

where overtourism has marked the lives of the locals. Where masses of tourists have led to exclusion or alienation of residents from local spots, due to price increases and overcrowding it can – like in the quote implies – lead to tension and resentment which possibly ends with a dual where, less violently, residents have taken to the streets with protests to try to drive away the tourists and regain the power of their city (Bryant, 2018; Fletcher et al., 2013, p. 206; McKinsey & Company, 2018).

As described in the introduction of this thesis the presence and behavior of tourists can put a strain on the local community due to its unexpected disruption of the residents' daily lives (Liang & Hui, 2016), especially in destinations facing mass tourism, and this causes tension or annoyances. Such tension has been found to affect the residents' support for further development of tourism in their community (Lai & Hitchcock, 2017; Yang, Ryan & Zhang, 2013) as the disruptions are indeed situational manifestations of the negative impacts mentioned earlier in this chapter; traffic congestion, increase in cost of living, litter and overcrowding, which can limit the locals access to their everyday establishments (Andereck, et al. 2005; Liang & Hui, 2016; Liu & Var, 1986). The tension can furthermore lead to social conflict as it has been found to “act[s] as a ‘safety valve’ releasing tension” (Coser, 1956 as cited in Yang, et al., 2013, p. 84).

In scenarios where social groups can be categorized by a dichotomy, a “us versus them” scenario, it is likelier that there will be “a direct relationship between intense ingroup favouritism and outgroup antagonism” (Brewer, 1999, p. 439). It can be argued that such a dichotomy exists in the tourism studies as from the residents' perspective it is “us” against the incoming tourists and such feelings are amplified in the cases where tourists sometimes outnumber the residents. The dichotomy exists because the residents do not identify with the characteristics of the visitors such as their behavior, religion, way of dressing and apparent values (Inskeep, 1991, as cited in Fletcher et al., 2013, p. 205). Such a categorization can lead to a more evident conflict of interest, that increases potential for negativity towards the outgroup and social conflict (Brewer, 1999). Furthermore, the conflict with the outgroup can increase the solidarity of the ingroup, or ingroup

favoritism, due to their common “enemy” (Yang et al., 2013). However, it has also been found that emotional closeness and similarities between tourists and locals can serve to cushion the tension (Dogan, 1989; Lai et al., 2017) which implies that tourists with similar cultural backgrounds evoke weaker responses than tourists with significantly different cultural backgrounds and ethnicities.

It can thus be inferred that ingroup favoritism in the case of tourism would manifest itself in for example discriminant pricing, where tourists are charged higher prices, and other non-hospitable behavior, such as ignoring tourists or giving locals special treatment. So far, studies have been conducted on the effects of tourism on the culture and residents of aboriginal, third world and/or rural communities, but during the literature search for this thesis it was found that there is a lack of research on Western societies where the principles of mass tourism apply. Furthermore, in a recently published research note by Chien and Ritchie (2018) they call for wider studies on these intergroup exchanges and tensions in tourism. This study can therefore be considered a step towards revealing its effects on resident support for incoming tourists.

### **2.11. Respect from incoming tourists**

Crowding and other annoyances from tourists are not the only source of possible conflicts in the communities as disrespectful behavior can also spark outrage. The effects of disrespectful behavior of tourist on residents and their support is also a research area that is understudied (Chien & Ritchie, 2018). The decision to add the construct of respect to the model in this thesis was the observation of the authors that media attention in Iceland largely revolved around tourists disrespecting the country in various ways, such as leaving excrement in nature, taking photos through the windows of people's homes and dragging suitcases around in the middle of the night causing noise. From this, the assumption was made that when the objects that define the national identity, e.g. the culture, the surroundings and way of life, were disrespected by tourists the support of said tourists could be at risk. In a study made by Liang and Hui (2016), about resident quality of life in China in relation to attitudes towards tourism development,

they identified that the largest group within the community wished for tourists that respected their home. This group furthermore included those who had strong ties with their community and were pleased with their surrounding environment. That might indicate that they have a positive national identity and that they perceived their quality of life to be high.

The reason for perceived disrespectful behavior can both be due to cultural differences between tourist and residents (Reisinger & Turner, 2002) or it can be because tourists choose to “let loose” on their holiday as it has been reported in previous literature that travelling provides tourists with the freedom to provisionally behave athwart their normative rules to satisfy unconscious needs, which can lead to deviant behavior or disrespect (Uriely, Ram & Malach-Pines, 2011). Another study found that tourists' perception of money as the source of power indicated how willing they were to forgo rules and partake in deviant behavior (T. Li & Chen, 2017). It is assumed that with the increased use of sharing economy accommodation, such as Airbnb, that the tourists' increased presence in the residential areas make locals more aware and subject to deviant and disrespectful behavior – this could partly explain the source of conflict between residents and tourists in these areas (Gutierrez et al., 2017).

## **2.12. Resident support of tourists**

There have been numerous studies that examine residents' support for tourism. The research has so far covered several factors that can affect support, such as identities (e.g. Nunkoo & Gursoy, 2012), perceived benefits and costs of tourism to the society (e.g. Gursoy et al., 2002; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Stylidis, Biran, Sit, & Szivas, 2014), psychological empowerment (e.g. Boley, Strzelecka, & Watson, 2018) length of residency (e.g. Jurovski, Uysal, & Williams, 1997; Olya & Gavilyan, 2017), emotional solidarity (e.g. Lai & Hitchcock, 2017; Woosnam, 2012), community attachment (e.g. Gursoy, et al., 2010; Olya & Gavilyan, 2017) and so forth. In line with more recent development of non-economical determinants of support, a study found that the welcoming nature of residents and their perceived annoyance with tourists affected

their support for tourism. The welcoming nature was measured by resident feelings, such as pride and appreciation for incoming tourism, which have a positive effect on support for tourism. Whereas the annoyances due to cultural differences and tourist behavior have a negative effect on the support (Lai & Hitchcock, 2017; Nunkoo & Ramkissoon, 2011).

The number and complexity of the factors, in addition to their interrelatedness, makes it hard to determine the concrete antecedents of support for tourism (Gursoy et al., 2010). In fact, most of the studies do not define the term *support for tourism (development)* explicitly and the term even has in some studies been used interchangeably with *attitude towards tourism impact* and *advocacy* for tourism (e.g. Gursoy et al., 2010; A. Palmer, et al., 2013). When analyzing the questionnaires from previous studies a theme emerges as support for tourism development is formulated of residents' cognitive evaluation of whether they believe their government or municipality should finance further development of tourism by adding infrastructure and supporting the industry (Boley et al., 2018; McGehee & Andereck, 2004; Styliadis et al., 2014). Furthermore, the studies include measurements of whether more tourists should be welcomed and the importance of the industry to the community (McGehee & Andereck, 2004; Olya & Gavilyan, 2017). However, some studies have included a more personal implication to the measurement of support such as whether the residents feel a sense of pride and happiness due to the attention that their home country or region is receiving from foreigners, and effect of tourism on their quality of life (Lai & Hitchcock, 2017; McGehee & Andereck, 2004; Olya & Gavilyan, 2017; Woo et al., 2015). What those studies have in common is that they try to overcome the shortcomings of the social exchange theory by deviating from it or adding to it. This thesis will continue to contribute to the realm of those studies as the study will be based on the predispositions of the social identity theory. Thereby it deviates from the traditional studies on residents' attitudes and support for tourism by analyzing the concept through a sociological and social psychological lens (A. Palmer et al., 2013). It is only recently that scholars have taken to researching residents' relations to incoming tourism through the social identity perspective and intergroup behavior, and the findings have been somewhat contradicting (Kock, et al., 2018; A. Palmer et al., 2013). Kock, et al. (2018) point out that there is

a conceptual difference in residents' support for the industry and support of the individual tourist, as the former includes a more economical stance rooted in the social exchange theory whereas the latter takes a more symbolic approach. The authors of this thesis found no previous study that investigated the residents' support of incoming tourists as individuals. Therefore, a revised scale built on the existing studies had to be developed which took into consideration the internalized, symbolic meaning of tourists' presence in the country and the effects of the relationship between the two groups. It was decided, in line with social identity theory, to build on the constructs of the social group identity which include pride and self-esteem. Those two constructs were already to some extent included in previous scales of support and were deemed as suitable to reflect the affective evaluation of the residents.

Additionally, it was decided to include hospitality – or welcoming nature as it is referred to in some studies, as a part of the scale – which can be considered as a behavioral manifestation of the positive attitude towards the tourists' and their presence (Kock et al., 2018). This construct has also been included in other previous studies and coincides with the social identity perspective as it accounts for the group relations, ingroup versus outgroups – therefore, it can be used as a behavioral measure of symbolic support of incoming tourists. Furthermore, studies have found that social groups can hold what is termed as “subtle racism” towards groups of other races and ethnicities. In such a state, the ingroup does not necessarily hold a strong negative attitude towards the outgroup but does not have any positive sentiments either and is less likely to offer help to outgroup members than those in the ingroup (Brewer, 1999). Hospitality will therefore be used to measure for this possibility of residents being rather ambiguous in terms of their support, those who have a weak negative attitude but are not hospitable either may be showing signs of a subtle antagonism towards the outgroup.

### 2.13. Conceptual framework and hypotheses

The literature presented in this thesis is the foundation for our conceptual model which will be presented in this section. The model is composed of eight constructs which will be tested through thirteen hypotheses in order to examine the relationships between them. The first hypothesis describes the relationship between national identity of residents and their support of incoming tourists. The next six hypotheses will describe the relationship between the national identity and the constructs; respect, tension, identity threat, political empowerment, quality of life and attachment. The last six hypotheses then describe the relationship between the constructs and residents' support of incoming tourists. All of these hypotheses together form the paths in the conceptual model that will be tested in this thesis, the model can be seen here again in figure 5.

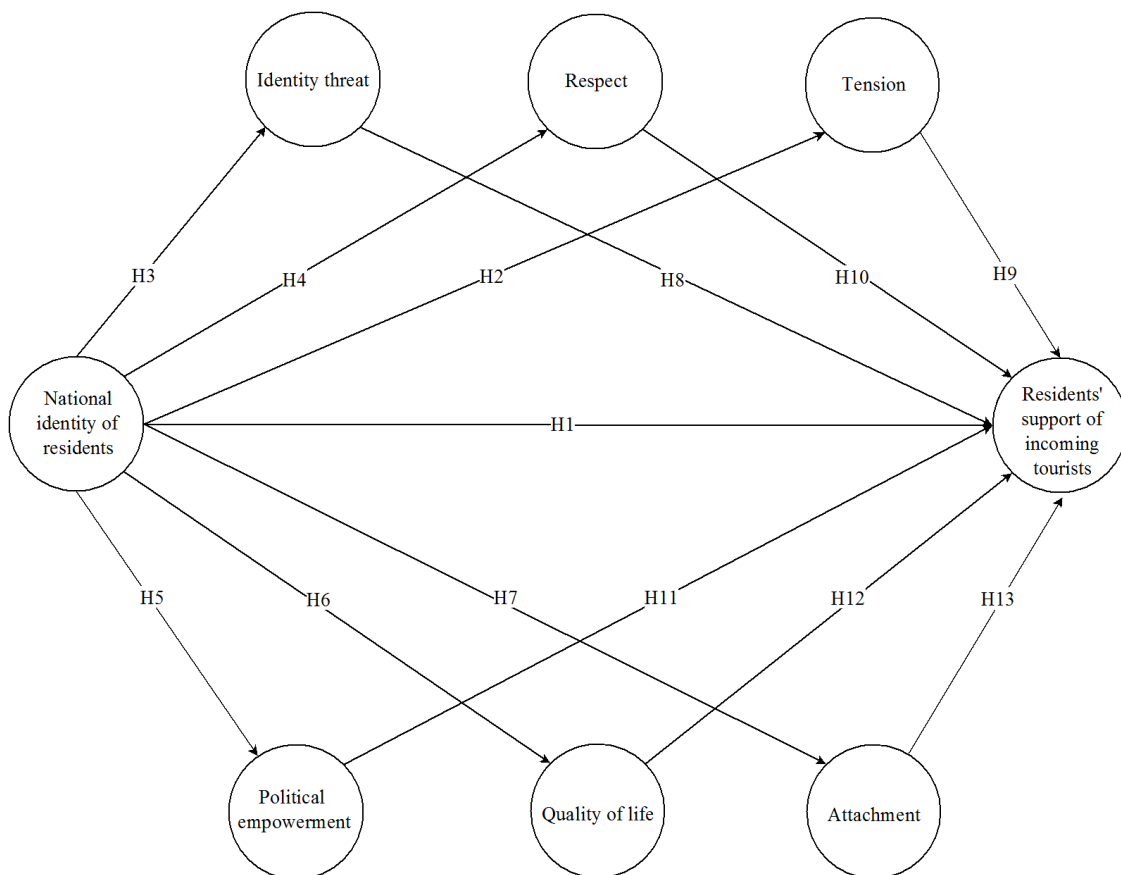


Figure 5. Conceptual model. Source: Own illustration.



The pride that originates from the outgroup, here tourists, choosing the national product of tourism services in Iceland can be assumed to be a symbolic manifestation of the ingroup bias. This ingroup bias has been proven to increase with the level of identification an individual has with his or her nation. From the literature, we know that there are many factors that influence the support – thus the first hypothesis is as follows:

**H1:** National identity has an indirect effect on residents' support of incoming tourists

It is assumed that those who identify with their nation are more likely to perceive the outgroup as “them”, thus they perceive the dichotomy between themselves and the tourists. As identification with the ingroup leads to ingroup favoritism the more the annoyances from the presence of tourists affect the residents. Thus, we put forward the hypothesis that:

**H2:** National identity has a positive effect on residents' perceived tension in the coexistence with tourists

The more residents identify with their nation, the more there is at stake when cultural and symbolic manifestations of that national identity are at the risk of being diluted or altered, therefore we hypothesize that that the perceived threat increases:

**H3:** National identity has a positive effect on residents' perceived identity threat in the coexistence with tourists

Since this relationship between national identity and residents' perceived respect of tourists has never been studied before an assumption had to be made based on the observations that led to the development of the construct and the available literature. The argumentation is that those with a higher national identity will perceive that there is a larger cultural difference between them and the

tourists and therefore they will perceive the tourists as not understanding fully the local culture and way of life, which can be perceived as a lack of respect. Thus, we hypothesize:

**H4:** National identity has a negative effect on residents' perceived respect of tourists for the surroundings

As perceived from the literature, a strong national identification will enhance a person's positive self-esteem, which a person tries to maintain. Therefore, it is assumed that the person will want to feel empowered in order to have a voice in the political decisions made in relation to tourism development, which can significantly affect the community and national identity. Therefore, we hypothesize the following:

**H5:** National identity has a positive effect on residents perceived political empowerment

Similarly, if a person identifies highly with his or her nation the attributes of that nation are considered part of his or her identity. It is assumed that the person will perceive that life qualities positively as they harmonize with the pride and sense of belonging inherent to their national identity. A negative perception of one and not the other would indicate cognitive dissonance with that individual. Hence, the hypothesis is asserted that:

**H6:** National identity has a positive effect on residents' perceived quality of life

As an individual's national identification grows, the stronger the sense of belonging in that community becomes. Thus, we hypothesize that:

**H7:** National identity has a positive effect on residents' perceived attachment to the community and the place

If the symbolic objects or cultural manifestations that are used for reinforcing the national identity are threatened due to the presence of tourist, the resident are less likely to support them being there and less welcoming. Therefore, we hypothesize:

**H8:** Perceived threat to the residents' national identity has a negative effect on support of incoming tourists

Annoyances caused by tourists that disrupt the daily lives of residents living in the community, and will lead to lack of support of incoming tourist:

**H9:** Perceived tension has a negative effect on residents' support of incoming tourists

If the tourists are perceived by locals to be respectful of their surroundings and way of life they are likelier to tolerate them in their neighborhood. Therefore, we put forward the hypothesis that:

**H10:** Perceived respect of tourists for residents' surroundings has a positive effect on residents' support of incoming tourist

The literature indicates that resident engagement has positive effects on their support of incoming tourists, therefore we hypothesis:

**H11:** Perceived political empowerment has positive effect on residents' support of incoming tourists

Based on the findings from previous research we also hypothesize that:

**H12:** Perceived quality of life has positive effect on residents' support of incoming tourists

It is assumed that the more attached a person feels to their home community, the prouder they are to present it to others and act more hospitable as a result. Therefore, the final hypothesis is:

**H13:** Attachment to the community and the place has a positive effect on residents' support of incoming tourists

### 3. Methodology

In this chapter, the methodological underpinnings of the study will be presented. First the philosophical stance will be introduced. Next the choices for the research design will be deliberated where the choices were based on ensuring reliability and validity of the study. Lastly, the execution of the study is described, including the benefits and disadvantages of the chosen methods.

#### 3.1. Philosophy of science

This research study takes a subjective stance towards the social sciences. This implies that the social reality is constructed through "... perceptions and actions of social actors" (Saunders, Lewis & Thornhill, 2016, p. 130). Ontologically the study takes the position of *constructionism* where social meaning and phenomena are constructed in and through continuous social interaction. In other words they are socially constructed, and are not static but evolving (Bryman & Bell, 2013, p. 20-21). Ontology refers to how we define the nature of our reality and how the world is perceived (Saunders et al., 2016, p. 127). The world is viewed through a subjective lens rather than an objective one as would be the case in natural sciences (Bryman & Bell, 2013, p. 20-21). This implies that since realities are not static entities, the situational context is of importance to gain a detailed understanding of lived experiences and reality. Therefore, the subjective researcher examines various points of view from different social actors (Saunders et al., 2016, p.130).

Epistemology has been defined as "what is (or should be) regarded as acceptable knowledge in a discipline" (Bryman & Bell, 2003, p. 13). The main concern is whether the research principles and procedures of the natural sciences can be applied to studies of the social world. This study is conducted under the principles of the research philosophy of *interpretivism* where a clear distinction is made between the social and natural sciences. Under this philosophy, the human actions are studied in a quest for understanding the subjective meaning of their actions and sense-making of how individuals perceive the world around them – their social reality (Bryman & Bell, 2013, p. 13-18).

It is considered that the aforementioned research assumptions reflect the perspectives that make up the topic of this study – the residents as co-creating stakeholders of the destination brand - as the results will reflect their individual perceptions of their reality as residents of Iceland. This study is contextually embedded in the socio-cultural environment of Iceland today. This is line with the ontological assumption of social constructionism which shapes the way the authors perceive the world. We challenge the previous literature on the subject of residents' support as it has until now mainly been based on a rather positivist approach, implying that there is a single reality and that residents are rational in outweighing costs and benefits of visitors in their area. Social identity theory, which serves a theoretical base in this research, corresponds with these concerns.

### **3.2. Research design**

There are three approaches to research design; *inductive*, *deductive* and *iterative*, all of which explain the "... relationship between theory and research" (Bryman & Bell, 2003, p. 9). This study follows the deductive approach, in which the researcher tries to shed a light on causality between variables. The researchers deduce hypotheses from existing literature in the field where upon a study is conducted to collect data to measure concepts. After which analysis is carried out to reject or confirm the hypothesis (Bryman & Bell, 2003, p. 10-11; Saunders et al., 2016, p. 146). In this study, the hypotheses were drawn from literature in branding, consumer behavior, tourism management and social psychology for explanatory purposes of the perceived impacts of overtourism on residents in the context of Iceland.

### **3.3. Methodological choice**

From the subjectivist standpoint, the authors of this paper acknowledge that they are not able to separate their own values from the data (Saunders et al., 2016, p. 130). Therefore, in attempt to limit a possible bias, from the author's prescribed values, it was decided to carry out a quantitative research since the authors are a part of the population that the sample is based on, and due to their

nationality, they have already formed opinions on the matter at hand. Quantitative research entails using questionnaires with closed-ended questions that can be coded and used for statistical analysis. Such research methods are used to explain causality between constructs rather than only explaining "why things are the way they are" (Bryman & Bell, 2003, p. 81). This is in consonance with the aim of this study which is to explain causality between constructs relating to perception of tourism impacts.

In order to establish the quality of a research it is important that the study is replicable and structured in a way that consistent findings can be achieved by other researchers. Such a quality of a research design is referred to as reliability (Saunders, et al., 2016, p. 202). Reliability can be divided into two categories, internal – and external reliability. Internal reliability involves a measure of the consistency of the scale. In the case of this study it means that the indicators or questions for each construct are consistent in measuring that construct. To ensure that such a consistency exists we use statistical tests to ensure reliability, which will be explained further in the analysis chapter (Bryman & Bell, 2003, p. 76). External reliability is a measure of stability of measures over time (Bryman & Bell, 2003, p. 75-76) which has the aim of replicating the research on the same sample on a different occasion. Reliability is one determinant of quality for research. However, is it not enough to single-handedly ensure that the quality of the research is sufficient, therefore the validity of the research needs to be established as well (Saunders et al., 2016, p. 202). We acknowledge that we need to ensure inter-observer consistency as there are more than one author to this study. To limit this bias and maintain consistency, we have written memos and code books for registration of data and answers which was used during the research process and analysis (Bryman & Bell, 2003, p. 76; Saunders et al., 2016, p. 202).

Validity is a concept that in general terms measures whether the measuring device actually measures what it is intended to measure (Bryman & Bell, 2003, p. 77). In other words, it refers "to the appropriateness of the measures used, accuracy of the analysis of the results and generalizability of the findings" (Saunders et al., 2016, p. 202). As with reliability, validity is divided into internal

– and external validity and measurement validity. External validity refers to whether the findings can be generalized beyond the sample and context of the study. We acknowledge that choosing a single destination as the context of this study, is not the optimal research method for generalizability. However, researchers do accept that there is some theoretical generalizability that can be achieved through such studies (Bryman & Bell, 2003, p. 55). Additionally, the use of a questionnaire most often enables researchers to generalize about their findings (Bryman & Bell, 2003, p. 81).

Internal validity refers to whether the change in the dependent variable is truly reflected in the causal relationship between the exogenous and endogenous variables or if there is another factor that could explain the change in the endogenous variable, here support of incoming tourist (Bryman & Bell, 2003, p. 34). In this study, the national identity is the exogenous variable however the other constructs are put forward as possible mediators in order to reveal any possible influences on the causality between national identity and support – thus establishing internal validity.

Measurement validity can be established through various tests, in this case both face validity and construct validity were used to ensure validity in the measuring device during the development of the questionnaire. For the constructs where new measures were developed face validity was established by consulting with fellow students. They were asked their opinion whether the scale reflected the intended construct. Construct reliability was established through the constructs by building upon existing theories and scales, which will be explained in detail when the measuring device is presented (Bryman & Bell, 2003, p. 77-78).

### **3.4. Sampling**

A population is defined as "the units from which the sample is to be selected" (Bryman & Bell, 2003, p. 93). The number of Icelandic citizens residing in Iceland is 348.580 and they account for the target population of this study (Statics Iceland, 2018). Due to financial and time restrictions, a



non-probability convenience sample was used. A convenience sample is "one that is available to the researcher by virtue of its accessibility" (Bryman & Bell, 2003, p. 105). The convenience sample can be considered a form of haphazard sample as participants are solely chosen based on the convenience of reaching them (Saunders et al., 2016, p.304). There are undoubtedly disadvantages to choosing such a sample, for example it being vulnerable to biases and lack of generalizability (Saunders et al., 2016, p. 304). However, as the name implies this type of sample is one of the most commonly used due to its convenience (Bryman & Bell, 2003, p. 105).

### **3.5. Self-completed online questionnaires**

The survey was an online self-completed questionnaire which was distributed via the social networking site Facebook. In order to gain more reach of participants, friends were asked to share the link to the survey, this was done to expand the sample beyond the authors social networks and limit an age bias. The questionnaire itself was constructed through the SurveyXact website and consisted of 43 questions and an additional dummy variable. The method was chosen due to its advantages of being a fast and relatively easy method to gain answers. The disadvantages of using self-completion questionnaires include the lack of control over participants while answering the questions as they cannot be helped in case of lack of understanding of questions nor can they be asked to elaborate further on their answer. Furthermore, there is a risk of participants' fatigue resulting in half-finished questionnaires or abandonment, and lower response rates. Additionally, it may cause a problem that participants can look through the whole questionnaire before answering. The benefits however, are that the effects an interviewer may have on the participants are eliminated, thereby eliminating social desirability bias and participant anxiety. Additionally, it eliminates interviewer variability and is much more convenient for participants as they can complete the survey in their own time (Bryman & Bell, 2003, p. 141-144). Through the SurveyXact website it was ensured that the survey was accessible to all web and mobile devices to encourage participant completion.

A dummy variable was added to ensure that participants spoke Icelandic. In the first question the participants were asked to answer what the dative of the Icelandic name Egill was. The answer is generally known to be tricky for foreigners as it is Agli. However, we were rather looking for that the participants knew what the task involved rather receiving the correct answer and trying to prevent receiving half-finished questionnaires from people who would not understand the questions.

### **3.6. Likert scales**

All questions in the questionnaire, except for background variables, were closed-ended questions on a five-point Likert scale. The scale ranged from "strongly disagree" to "strongly agree" with a neutral answer in the middle of "neither agree nor disagree". The benefit of using such a measurement scale is that the answers are pre-coded and relatively easy to analyze statistically (Bryman & Bell, 2003, p. 141). Participants were asked to indicate their opinions of the following assertions for example "I happily interact with tourist". The questions to each construct in the model were grouped together on a page.

### **3.7. Translation of questions**

The construct measures in the questionnaire were developed from existing scales and will be explained in detail in the following section about the measuring device. As the participants were Icelandic, the scales had to be translated into the native tongue of Icelandic. The questions were translated using a parallel translation, one by the authors and another by a person with a degree in creative writing, all of which native Icelandic speakers. The method involves making two independent translations which are then compared and constructed into the final version of the questionnaire. The advantages of such a method is that it should provide clear wording of the translated questionnaire. However, there are some limitations to the method as it "cannot ensure that lexical, idiomatic and experiential meanings are kept in target questionnaire" (Saunders et al., 2016, p. 467). The main challenge was to find relatable descriptions of the various feelings as the Icelandic language lacks nuances in words to describe sentiments. To try to overcome this

limitation yet another person, a book editor, was asked to go over the translated questionnaire and compare with the original questions to ensure that the intended meaning was not lost in translation. The Icelandic translation of the questionnaire can be found in appendix 2.

### **3.8. Pilot test**

A pilot test was carried out prior to formally distributing the questionnaire. This was done by asking four members of the family of the authors to answer the questionnaire with the aims of detecting flaws in the question and the set-up of the questionnaire. Furthermore, the registration of results was checked to prevent faulty data recording. Pilot test participants were asked for verbal feedback to ensure the quality of the questionnaire. Through the pilot testing the authors could assess the validity of the questions and probable data reliability (Saunders et al., 2016, p. 473).

### **3.9. Measuring device**

To be able to estimate the relationship between the constructs in the model, a measurement was developed for each construct. The measurement provides a consistent device that can be used to measure the relationships between the constructs independent of the original context and examiner. By using more than one indicator, that is questions, to measure each construct a more correct and reliable measure can be achieved (Bryman & Bell, 2003, p. 72-73). In table 1 all measures or scales used for the questionnaire can be examined, along with the sources for each question. The questionnaire consists of eight constructs which were all developed from existing scales, besides from the respect construct. In the study, we measured national identity, where the scale was derived from Verlegh's (2007) study. The scale used to measure threat was adapted from a paper still in press by Kock, Josiassen and Assaf. For measuring the construct of tension, we attained questions from a scale developed by Lai et al. (2017). Two scales used in the questionnaire were built upon existing scales from Boley et al. (2014) study on empowerment and resident attitudes toward tourism. The two scales were political empowerment, which adapted all questions from Boley et

al. (2014), and the construct of support, where two questions were derived from their study. In order to develop the scale for quality of life, questions from two existing scales were adapted, four questions came from Andereck and Nyaupane (2011) and one from Woo et al. (2015) where Maslow's (1943) hierarchy of needs was used as a guideline. Two existing scales were used for developing questions to measure attachment, where four questions were derived from Strzelecka et al. (2017) and one from Gursoy et al. (2002). The respect construct was the only one that was not built on existing scales but was based on observations of the Icelandic media, since the topic of disrespect from tourists is often under discussion. The items measured in terms of respect were derived from those media discussions as well as existing scales from literature were taken into consideration. Lastly, the construct of support was developed through three different existing scales, McGehee and Andereck (2004), Boley et al. (2014) and Kock, et al., (2018).

Construct	Item	Label	Source
National identity of residents	Being Icelandic means a lot to me.	ni_1	Verlegh, 2007
	I am proud to be Icelandic.	ni_2	
	When a foreign person praises Iceland, it feels like a personal compliment.	ni_3	
	I feel strong ties with Iceland.	ni_4	
Threat	I am afraid that with more tourists coming to my home city, the way of life here will change.	thr_1	Kock, et al., in press
	I am concerned that our culture may be lost with the increase of tourists here.	thr_2	
	Tourists negatively affect our lifestyle here.	thr_3	
	Our culture here suffers from tourists.	thr_4	
	The more tourists come to our home city, the less of our culture remains.	thr_5	
	Because of tourists, I sometimes feel as if I no longer belong here (my home city).	thr_6	
Tension	It is very inconvenient how crowded I feel by tourists in my everyday life (i.e. on highways, in grocery store, downtown, café etc.).	ten_1	Lai et al., 2017
	The cost of my daily living in Iceland has become higher due to tourism.	ten_2	
	It is not easy to find a place for dining due to tourism.	ten_3	
	There are fewer public places of recreation due to tourism.	ten_4	
Political empowerment	I feel like I have a voice in Icelandic tourism development decisions.	pe_1	Boley et al., 2014
	I feel like I have access to the decision making process when it comes to tourism in Iceland.	pe_2	
	I feel like my vote makes a difference in how tourism is developed in Iceland.	pe_3	
	I am happy with the policies that the Icelandic government have chosen for tourism development.	pe_4	
Quality of life	I feel Iceland has clean air and water.	ql_1	Andereck & Nyaupane, 2011
	I feel safe in Iceland.	ql_2	
	I feel I belong to the community in Iceland.	ql_3	Woo et al., 2015
	I have freedom to live my chosen lifestyle undisturbed.	ql_4	
	I am satisfied with my life as a whole.	ql_5	
Attachment	I feel that Iceland is a part of me.	atch_1	Strzelecka et al. 2017
	Living in Iceland is better than living anywhere else in the world.	atch_2	
	No other place can compare to Iceland.	atch_3	Gursoy et al., 2002
	I would be sad to move away from Iceland.	atch_4	
Respect	I feel that tourists respect my close environment.	res_1	Newly developed
	I feel that tourists respect my culture.	res_2	
	I feel tourists respect my peace and quiet.	res_3	
	I feel tourists respect my way of life.	res_4	
Residents' support of incoming tourists	I am proud to see tourists coming to see what my community has to offer.	sup_1	McGehee & Andereck, Boley et al., 2014
	Tourism makes me proud to be Icelandic.	sup_2	
	I happily interact with tourist.	sup_3	Kock, et al., 2018
	I would do my bit to make Iceland a welcoming country for tourists.	sup_4	
	Tourism in Iceland reminds me that I have a unique culture to share with visitors.	sup_5	Boley et al., 2014

Table 1. Measuring device. Source: Own illustration.

## 4. Results

For the sake of testing the hypothesized model a structural equation model (SEM) was run in SmartPLs (version 3.2.7.). Before the data was imported into the system the answers were coded and missing values were deleted from the data set. Additionally, the answers of foreign citizens were deleted since the aim was to measure the national identity of Icelanders. In short, we found that there is a significant causal relationship between national identity and residents' support of incoming tourists, in which both indirect and direct effects are significant. Attachment and threat were found to have mediating effects. National identity was furthermore found to have a significant effect on tension and quality of life. Finally tourists' respect for residents' surroundings had a significant effect on residents' support of incoming tourists. To summarize, eight out of thirteen hypotheses were confirmed. In the following chapter, we will describe the statistical tests used to conclude the reliability and validity of the constructs in addition to presenting the model and the statistical findings.

### 4.1. Demographics

In total, there were 354 respondents that completed the survey. After the data cleaning 348 answers remained – which is a representation of 0.1% of the total population of Iceland. As table 2 indicates there was a clear imbalance in the gender ratio of the respondents as 71.55% of the participants were female. This may be explained in the fact that the authors of this paper are both female and the survey was distributed through their social media networks to friends which are also a majority female. The same representation can be seen in the age distribution as the largest age group (34.20%) are in the same age group as the authors. Very few participants were under the age of 20 but overall the age group distribution was relatively balanced.

Nearly all the participants (97.13%) have lived a majority or all of their lives in Iceland. 74.14% live in the Reykjavik and Greater Reykjavik area which is slightly higher representation than the actual percentage of people living there (62.74%) (Statistics Iceland, 2018).

Roughly 17% of participants work in the tourism industry which is fairly representative of the total

What is your gender?		What is your age?	
Female	71.55%	20 years or younger	1.72%
Male	28.16%	21-30	34.20%
Undecided	0.29%	31-40	16.67%
How long have you resided in Iceland?		41-50	16.09%
		51-60	20.11%
		61 years or older	11.21%
		In which district do you live?	
All my life	46.84%	Reykjavik	49.43%
Majority of my lifetime	50.29%	Southwest constituency (Greater Reykjavik area)	24.71%
Minority of my lifetime	1.44%	South constituency	5.46%
I have always resided abroad	1.44%	Northeast constituency	9.20%
Do you work in the tourism industry?		Northwest constituency	4.02%
		I live abroad	7.18%
Yes	17.53%	Does someone in your immediate family work in the tourism industry?	
No	82.47%		
Does someone in your immediate family work in the tourism industry?		Yes	36.78%
		No	63.22%

population as it is estimated that 11-14% of all working people in Iceland work in the tourism industry (Ministry of industry and innovation, 2018). 36.22% of the participants say that someone in their immediate family works in tourism which indicates that roughly a third of the participants has some connection to or financial gain of the industry.

Table 2. Participant demographics, Source: Own illustration.

Considering that the results had a gender bias and was a convenience sample, it can be concluded that there are some effects of sampling error. Hence this sample cannot be interpreted as fully representative of the population of Iceland, although it is a good indicator of the Icelandic people's attitudes and perceptions.

## 4.2. Measurement model

In order to assess the quality of the measurement model the following tests were applied to determine “the reliability and validity of the construct measures” (Hair, Hult, Ringle and Sarstedt, 2017, p. 105). The assessment of the measurement model is divided into reflective- and formative assessment. The first test for the reflective measurement was to ensure internal consistency. This is reflected in the composite reliability which was chosen instead of the Cronbach's alpha measure

due its limitations. The values of composite reliability vary between 0 and 1, with all values above 0.60 being acceptable. However, the measure should not be higher than 0.90 as this would indicate that the questions measuring the same construct are too similar. The values of composite reliability for our study can be seen in table 3. All the values are above 0.60 and therefore the internal consistency for each construct is considered reliable. However, two constructs were measured with a composite reliability slightly higher than 0.90, namely threat (0.918) and respect (0.902).

Constructs	Indicators	Convergent Validity		Internal Consistency Reliability	Discriminant Validity	Item Mean
		Outer Loadings	AVE	Composite Reliability		
		>0.70	>0.50	0.60-0.90	HTMT confidence interval does not include 1	
National identity of residents	ni_1	0.810	0.557	0.832	Yes	4.072
	ni_2	0.820				4.152
	ni_3	0.612				3.342
	ni_4	0.724				4.216
Identity threat	thr_1	0.737	0.652	0.918	Yes	2.971
	thr_2	0.817				2.284
	thr_3	0.838				2.126
	thr_4	0.843				2.075
	thr_5	0.859				1.905
	thr_6	0.744				1.989
Tension	ten_1	0.868	0.666	0.856	Yes	2.221
	ten_3	0.710				2.782
	ten_4	0.861				2.037
Political empowerment	pe_1	0.654	0.553	0.830	Yes	2.698
	pe_2	0.842				2.328
	pe_3	0.756				2.652
	pe_4	0.708				2.514
Quality of life	ql_1	0.614	0.565	0.865	Yes	4.310
	ql_2	0.651				4.394
	ql_3	0.860				4.460
	ql_4	0.822				4.351
	ql_5	0.781				4.391
Attachment	atch_1	0.748	0.579	0.846	Yes	4.155
	atch_2	0.827				3.121
	atch_3	0.757				3.138
	atch_4	0.708				3.078
Respect	res_1	0.813	0.698	0.902	Yes	3.057
	res_2	0.841				3.480
	res_3	0.866				3.451
	res_4	0.822				3.693
Residents' support of incoming tourists	sup_1	0.804	0.574	0.870	Yes	3.994
	sup_2	0.744				3.167
	sup_3	0.694				4.109
	sup_4	0.748				3.899
	sup_5	0.791				3.825

Table 3. Result summary for reflective measurement model. Source: Own illustration.



Next, we measured the convergent validity which is "the extent to which a measure correlates positively with alternative measures of the same construct" (Hair et al., 2017, p. 112). The validity was examined through the outer loadings of each question and the average variance extracted (AVE). The outer factor loadings can be seen in table 3. They indicate the commonality of the questions within the construct. One question was removed due to its low outer loading value (0.523) – a question measuring the construct of tension. The question was "The cost of my daily living in Iceland has become higher due to tourism". In afterthought, this question had a more financial nature than other indicators of the construct, which are a more subjective than objective assessment. All other questions had values higher than 0.70 except for five questions which had values between 0.612 and 0.694. It was decided to keep those questions in the model after testing the composite reliability and average variance extracted of the model without them, since their absence did not lead any significant changes. The average variance extracted (AVE) is used to establish whether the constructs have convergent validity. In this test the AVE values should be above 0.50 which indicates that "the construct explains more than half of the variance of its indicators" (Hair et al., 2017, p. 114). All the values for our model were above 0.50 and can be seen in table 3.

The following tests were carried out to ensure discriminant validity, which means examines constructs are distinctive from each other. "Thus, establishing discriminant validity implies that a construct is unique and captures phenomena not represented by other constructs in the model" (Hair et al., 2017, p. 114). In order to assess it a Fornell-Larcker criterion was applied to the data, whereby the square root of AVE was compared to the highest correlations between all the constructs. The former value should be higher than the latter which is portrayed in table 4.

	Attachment	National Identity	Political empowerment	Quality of life	Respect	Support for incoming tourists	Tension	Threat
Attachment	<b>0.761</b>							
National Identity	0.566	<b>0.746</b>						
Political empowerment	0.099	-0.050	<b>0.743</b>					
Quality of life	0.312	0.280	0.052	<b>0.752</b>				
Respect	0.058	-0.006	0.322	0.247	<b>0.836</b>			
Support for incoming tourists	0.262	0.207	0.231	0.196	0.555	<b>0.757</b>		
Tension	0.054	0.176	-0.237	-0.097	-0.557	-0.397	<b>0.816</b>	
Threat	0.061	0.137	-0.242	-0.088	-0.557	-0.437	0.705	<b>0.808</b>

Table 4. Summary of Fornell-Larcker criterion values. Source: Own illustration.

As the values in the table indicate all constructs in the model are valid measures of distinctive constructs (Hair et al., 2017, p. 115-127). Next the heterotrait-monotrait criterion (HTMT) was assessed since the Fornell-Larcker test is not sufficient for determining discriminant validity issues. The HTMT criterion "is the ratio of the between-trait correlations to the within-trait correlations." (Hair et al., 2017, p. 117). The HTMT ratio was firstly examined whereupon it was discovered that all values were below 0.85 except the value for "threat>tension". Due to this finding, all the questions were closely examined which lead to the aforementioned tension question, with the low loading value, was deleted after which the value became acceptable. Having determined that all the HTMT ratios were within limits a complete bootstrap was ran. Thus, rechecking whether the HTMT values were significantly different than 1. All values were between 0.00 and 0.950 which means that the criterion was met, as can be seen in table 3 (Hair et al., 2017, pp. 118 ff). After these tests, we can assume that the constructs in the model are statistically independent.

Following this the formative measurement model was assessed by determining that all variance inflation factors (VIF) were lower than five which suggests that the level of collinearity was low, see table 5. Hence no problems of collinearity were detected in the measurement model.

VIF	atch_1	atch_2	atch_3	atch_4	ni_1	ni_2	ni_3	ni_4	pe_1	pe_2	pe_3	pe_4	ql_1	ql_2	ql_3	ql_4	ql_5
values	1.240	1.996	1.713	1.445	1.958	2.006	1.213	1.241	1.437	1.649	1.460	1.270	1.375	1.637	2.014	1.881	1.684
res_1	res_2	res_3	res_4	sup_1	sup_2	sup_3	sup_4	sup_5	ten_1	ten_3	ten_4	thr_1	thr_2	thr_3	thr_4	thr_5	thr_6
1.993	2.030	2.441	2.139	1.803	1.747	1.884	2.060	1.789	1.499	1.488	1.829	1.739	2.162	2.308	3.014	3.119	1.704

Table 5. Summary of outer variance inflation factors. Source: Own illustration.

Based on all the above-mentioned tests and criteria it can be concluded that the measurement model is valid and reliable (Hair et al., 2017, pp. 141 ff).

### 4.3. Structural model

After having examined the internal validity and reliability of the model, the structural model was assessed which refers to the paths between the constructs and the predictive capabilities of the model, which ultimately enabled us to approve or reject the hypotheses of the model. Firstly, the inner VIF values were studied to determine if there were collinearity issues among the predictor constructs. All values turned out to be lower than 5 which leads to the conclusion that there were no issues and that examination of the model could be continued. These values can be seen in table 6. Next, we ran a complete bootstrapping procedure with 3000 samples to analyze whether the path coefficients turned out to be significant at the 95% level ( $p < 0.05$ ). In Smart PLS which was used to calculate the data, it is not assumed that data are normally distributed. Instead of running a regression analysis the system carries out a bootstrap procedure which tests the significance of the coefficients.

	Attachment	National Identity	Political empowerment	Quality of life	Respect	Support for incoming tourists	Tension	Threat
Attachment						1.565		
National Identity	1.000		1.000	1.000	1.000	1.574	1.000	1.000
Political empowerment						1.150		
Quality of life						1.205		
Respect						1.753		
Support for incoming tourists								
Tension						2.207		
Threat						2.172		

Table 6. Summary of inner variance inflation factors. Source: Own illustration.

#### 4.4. Hypothesis testing

The significance of the path coefficients was used to determine whether the hypotheses were confirmed or rejected. The structural model with the path coefficients and the accurate p-values are shown in figure 6.

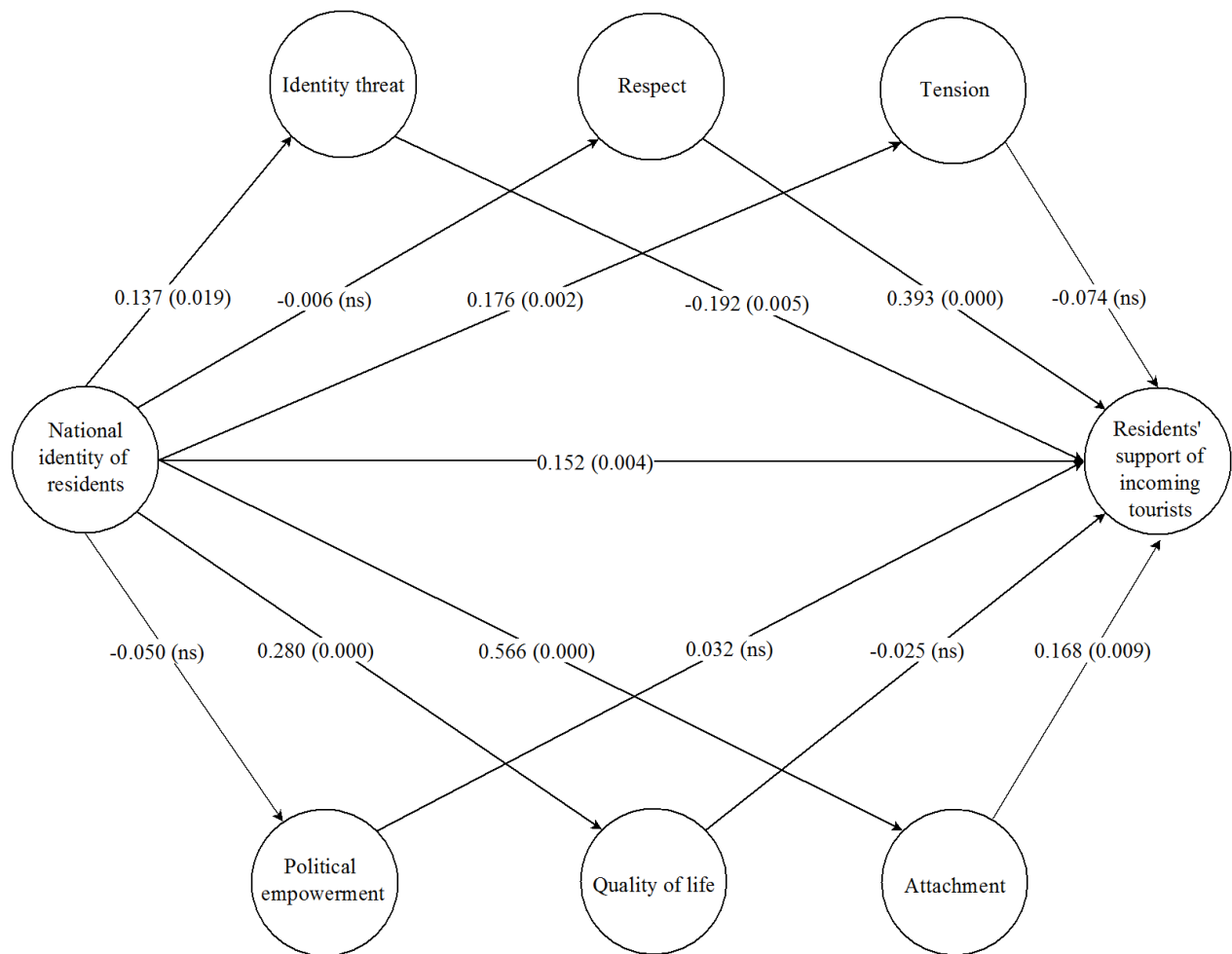


Figure 6. Structural model. Source: Own illustration.

National identity has a positive effect on residents' perceived identity threat in the coexistence with tourists (0.137,  $p < 0.05$ ), thereby confirming hypothesis 2. Furthermore, perceived threat to the residents' national identity has a negative effect on support of incoming tourists (-0.192,  $p < 0.01$ )

which confirms hypothesis 8. National identity also has a positive effect on residents' perceived tension in the coexistence with tourists (0.176,  $p < 0.01$ ) which confirms hypothesis 3. However, perceived tension does not have a significant effect on support of incoming tourists (-0.074, ns) and therefore hypothesis 9 is rejected. Respect of tourists for the residents' surroundings was not significantly affected by the residents' national identity (-0.006, ns) and therefore hypothesis 4 is rejected. On the contrary, the support of incoming tourists is found to be significantly affected by the perceived respect that visitors show (0.393,  $p < 0.01$ ) which confirms hypothesis 10. Quality of life is significantly affected by the national identity (0.280,  $p < 0.01$ ) thus confirming hypothesis 6. Conversely, the quality of life does not have a significant effect on support of incoming tourists (-0.025, ns) hence rejecting hypothesis 12. Political empowerment is neither significantly affected by the national identity (-0.050, ns) nor does it have a significant effect on the support of incoming tourists (0.032, ns) therefore hypotheses 5 and 11 are rejected. The national identity has a significant effect on attachment (0.566,  $p < 0.01$ ) and attachment likewise has a significant effect on support of incoming tourists (0.168,  $p < 0.01$ ). Thereby we can confirm hypotheses 7 and 13.

To summarize, national identity has significant effect on threat, tension, quality and attachment. The strongest effect is on attachment (0.566) and secondly on quality of life (0.280). The constructs that directly affect support of incoming tourists are threat, respect and attachment where the strongest effect is from respect (0.393).

A significant positive relationship was found between the national identity and the support of incoming tourists (0.162,  $p < 0.01$ ). Hypothesis 1 proposes an indirect effect between those constructs which can be confirmed since we have shown that attachment and threat both significantly affect residents' support of incoming tourists. Therefore, the two constructs serve as mediators. To clarify, mediator variable serves as a mechanism that affects the causal relationship between the exogenous and endogenous constructs (Baron & Kenny, 1986). Since a direct effect exists between the exogenous and endogenous constructs we can conclude that although full mediation does not occur, partial mediation takes place through the two aforementioned variables.

In this case attachment and threat are complementary and competitive, respectively. The former has a positive indirect effect of 0.095 which is weaker than the direct effect between the exogenous and endogenous constructs (0.162). The total effect is calculated by the sum of the indirect and direct effects. For attachment, the total effect is 0.257 –this implies that attachment magnifies the effect between the national identity and support of incoming tourists. Threat on the other hand has a weak negative indirect effect as a mediator (-0.026). The total effect (0.136) is thus lower than the direct effect, therefore diminishing the effect national identity has on support of incoming tourists. The other constructs; tension, quality of life, political empowerment and respect do not mediate the relationship between the national identity and the support due to nonsignificant path coefficients.

In short there are fewer moderating constructs than were anticipated in the development of the model. However, there are in total four constructs that did in fact affect the support. This implies that the model can be used to some extent to measure the effects on residents' support of incoming tourist.

## 5. Discussion of the results

The purpose of this study was to investigate the attitudes of the Icelandic people towards incoming tourists under the premise that there are indicators that the country could be experiencing impacts of overtourism. One of the reported indicators of the phenomenon is that residents may feel alienated from their own home surroundings and that their national identity is threatened (McKinsey & Company, 2017). Which leads to the first sub-question of:

*Are the Icelandic people supportive of the incoming tourists in their country?*

Indeed, the results suggest that the residents are supportive of incoming tourists. This can be seen in the significant positive causal relationship between the national identity and the support construct, as hypothesis 1 confirms. Recent studies have shown similar results, such as A. Palmer et al. (2013) who found that social identity had a positive influence on resident support and advocacy for tourism in their home region. Furthermore, Nunkoo and Gursoy (2012) found that residents' identification with their home region increases support of tourism. It should be noted however that the results from their study apply to support for the tourism industry whereas this study investigated the support of the tourists themselves. Our conclusion is that there is a support from the Icelandic people for incoming tourists which leads to the question of what is it that affects the support, which is reflected in sub-question 2:

*To what extent does the national identity of residents, attachment, tension, identity threat, respect, political empowerment, and quality of life affect the support of tourists visiting the country?*

As was revealed in the previous chapter not all the constructs that were assumed to influence the support did in fact have a significant effect. Each construct will hereafter be discussed in detail in relation to sub-question 2.

*Attachment* is the only construct that had a positive mediating effect between national identity and residents' support of incoming tourists. That is to say that, attachment was significantly affected by the national identity and subsequently had a significant effect on support. As mentioned in the

literature review, previous studies on attachment have had inconsistent findings on whether the effects have been negative or positive. Our findings correlate with those of McCool and Martin's (1994) where community attachment had a positive effect on attitude towards the tourism industry. The argument behind the positive assumption is that when developing the "attachment->support" hypothesis for our study it was assumed that the attachment questions, which relate to a sense of belonging and superiority of Iceland as a place of living, would be positively reflected in the pride of their country. Because the measurements for support were based on pride-related questions, we concluded that increased attachment would positively affect support. A recent report on the tourism industry in Iceland, shows that residents do feel a sense of pride when visitors show interest for their home area (Ministry of Industries and Innovation, 2018). Our study confirms those assumptions.

*Tension* is, as stated in the previous chapter, positively affected by national identity. This could be an indicator of ingroup-outgroup division between tourists and residents, seeing as the construct measured tension in physical situations. Therefore, the higher the national identity the more perceived tension from the outgroup arises. This directly relates to the studies on ingroup-outgroup behavior in social psychology (i.e. Brandcombe et al., 2002, Ellermers et al., 2002, Tajfel & Turner, 1986). A rather surprising finding in this thesis is that the tension did not have a significant effect on support of incoming tourists, as the study used as an antecedent for the construct development, showed a significant negative effect of tension on support for tourism development (Lai et al., 2017). This could be explained by differences in answers based on the different constituencies where participants live. Previous studies conducted in Iceland show that residents generally embrace increased variety of services and recreation, even more so those who live in the countryside, where limited number of inhabitants have up until now not been able to maintain such a variety. However, the same studies also state that residents have begun to avoid areas that are crowded by tourists, especially in the downtown Reykjavik and the southern region of Iceland (Ministry of Industries and Innovation, 2018). Hence, it can be assumed that supply of services, such as restaurants, still exceeds demand and as a result, residents can still avoid these tense



situations. Further research might therefore show that tension negatively affects support if the tension increases.

*Identity threat* is the other construct that has mediating effects between national identity and residents' support of incoming tourists. This construct on the contrary has a negative mediating effect, as identity threat negatively affects support. Relatively little research has been carried out on the concept of identity threat in the tourism studies, therefore we have no studies to compare our result to (Chien & Ritchie, 2018). However, these effects are reflected in the writings on ingroup-outgroup comparison from social psychology (i.e. Brandcombe et al., 2002, Ellermers et al., 2002, Tajfel & Turner, 1986). The stronger the national identity is, the more perceived distinction exists between the ingroup and the outgroup, in this case residents and tourist, respectively. The symbolic threat to the identity can be exaggerated by a fear of the unknown, as tourists do not belong to the ingroup and they may affect it. Therefore, if the national identity is strong the more is at stake in preserving the aspects that are used to reinforce it, such as the culture and language. Furthermore, as in other cases of overtourism, the increase of tourists in the area can diminish the sense of belonging as the culture becomes commodified and the native language becomes less apparent. The increased threat results in residents decreased support of incoming tourists due to less pride and hospitality. In the light of this, the results of this study were not surprising, since tourists have exceeded residents in Iceland of five to one on an annual basis, which is at the top quintile for overcrowding risk (McKinsey & Company, 2017).

*Respect* is a construct that was not affected by the national identity but was the construct that had the strongest effect on residents' support of incoming tourists. From this we can infer that, as a newly developed construct, respect is a significant influencer on the support, thereby establishing the construct as a valid component of the model, as previous studies have not investigated this construct explicitly in the field of tourism. It furthermore underlines the importance that tourists respect the residents' daily lives and that their presence does not disrupt them in pursuing their chosen way of life. The trend tourists of seeking authentic experiences, and going off the beaten

track, in addition to the revolution of Airbnb has led to tourists infiltrating residential areas. This makes residents much more vulnerable to the impacts of overtourism. Therefore, the respect construct could indeed gain more significance in future research on the phenomenon. The reason for the relationship between the respect and residents' support of incoming tourists in Iceland might be that the growth of Airbnb in Reykjavik especially, has led to the offer of residential apartments as rentals for tourists is nearly exceeding the number of hotel rooms in the city, which makes it the largest accommodation provider in the city (Íslandsbanki, 2018). This comes with all sort of complications to the resident's way of life.

*Political empowerment* was the only construct that was proven to not have any significant relationship with national identity nor residents' support. This is somewhat surprising seeing as previous studies in Iceland have shown that residents are frustrated with lack of planning and execution on behalf of government actors and have been demanding action (Ministry of industries and innovation, 2018). When analyzing the means for the indicators in this construct, it became apparent that they were relatively close to 2.5 which indicates that the respondents either had no opinion on the matter or were undecided. Our findings support those of Boley et al. (2014), which found that there is not a significant positive relationship between political empowerment and support. This might be further explained by the findings in Nunkoo and Ramkissoon (2012) study where empowerment was a determinant for trust towards government actors which in turn positively affected support for tourism. Trust in Iceland towards the government has been less than 30% for the last decade, which might have affected the result of these constructs (Gallup, n.d.).

*Quality of life* did not significantly affect the support of incoming tourists. Our findings therefore contradict the findings of Woo et al. (2015) which found a significant effect of quality of life on residents' support of tourism development. National identity did however positively affect the perceived quality of life. In relation Iceland, it is does not come as a surprise that the national identity has a positive effect on quality of life. The questions relating to the quality of life reflect the image of Iceland; clean air and water, low crime rate, liberalism and unity of people (Meet in

Reykjavik n.d.; Visit Reykjavik, n.d.). Thus, if a person has a strong perceived national identity it can be assumed that he or she would not rate the quality of life negatively as that would imply a negative evaluation of his/her own ingroup. Furthermore, a sense of belonging was measured under the construct of quality of life and turned out to be the question with the highest mean of all the questions in the survey, indicating that this was the question that participants most highly agreed with. Therefore, a high national identity and low perceived quality of life may indicate cognitive dissonance since the two attitudes would contradict each other. Furthermore, it is plausible that quality of life was not measured to have a significant effect on support of incoming tourist seeing as the quality of life in Iceland is already one of the highest in the world, and therefore tourism is not the source of the quality (OECD Better Life Index, 2017). Therefore, it is worth exploring whether this construct has a significant effect in countries or destinations where quality of life has been improved by tourism.

Having established the relationship between the model's constructs we are equipped to answer the main research question posed in thesis:

*How has the mass tourism development affected residents' support of incoming tourists in Iceland?*

Examining results from the model concludes that residents are still supportive of incoming tourists. Their support is affected by the strength of the national identity which is somewhat mediated by both attachment and threat. Furthermore, it suggests that respect also influences the support. From the findings, we can conclude that threat is a significant construct that is negatively affecting the residents' support. This construct is affected by the development of mass tourism which may be interpreted as a sign of saturation in terms of numbers of visitors. On the contrary it seems that the Icelandic people are currently under the impression that tourists respect their surroundings and that they feel emotionally attached to their home country. This in addition to a strong national identity upholds the residents' support of incoming tourists.

## 6. Limitations

As in the case of most research projects, this study has possible limitations that need to be addressed. The following pages discuss possible limitations and impacts, and alternative research methods will be suggested.

Firstly, relating to the design of the study itself the choice to use quantitative research methods could have been supplemented with some qualitative interviews seeing as the topic at hand is of an affective nature where the questionnaire mainly consisted of questions relating to feelings and perceptions. In some cases it can be difficult for participants to use a predefined measure to explain their feelings, therefore it could have been beneficial to use a mixed research method for a more nuanced perception of the participants' feelings. Qualitative interviews have proven to be a useful method to gain insights and participants' reflections and could have been a valuable addition to the quantitative questionnaire (Bryman & Bell, 2003, p. 341-342). However, to moderate effective and substantial interviews the interviewer needs to be highly skilled and experienced. We lack interviewing experience and therefore our predisposition could have influenced the interviewees as we would not have been able to fully detach ourselves from those opinions to be able to conduct the interviews. Therefore, the Likert scale was considered a feasible method for attaining unbiased yet meaningful answers (Bryman & Bell, 2003, p. 161-162). Additionally, interviews are time consuming and costly if done properly. Including open ended questions in the study might have been able to acquire some more in-depth insight without complicated processes. However, after careful considerations it was decided that such questions would not have any significance for the model since the answers might have been very unstructured and that the persons most likely to answer them in detail would probably have been those who had the strongest opinion on the matter, which could create a possible bias.

Secondly, the two new scales that were developed for the constructs, *tourists' respect for resident surroundings* and *resident's support of incoming tourists*, should ideally have been tested in a

separate study prior to the model development to determine their validity. Such a study could have used a focus group in which participants would provide insights and themes that could have been used as a frame of reference for the scale development. However, the scales were based on previous research on the same or very similar topics and were considered reliable for measuring the constructs. Therefore, focus group would have served only as a supplement to gain a deeper understanding of the indicators for constructs in the context of Iceland. Additionally, focus groups are difficult to arrange, especially when no compensation can be offered, and the amount of data gathered is very time consuming to transcribe and can be complex to analyze (Bryman & Bell, 2003, p.380).

As mentioned above, there were also some limitations to the sampling method since the convenience sample is a haphazard form of sampling. This could explain the gender bias in the sample, which may have affected the results of this study. We believe that this has affected the generalizability of the sample itself however we do not consider this to have a significant effect on the theoretical contribution. All other background variables were fairly representative of the population which indicates a certain degree of generalizability. In order to prevent such a sampling error another type of sampling method could have been executed, such as a probability sampling (Bryman & Bell, 2003, p. 100). However, though the combination of the sample is fairly representative of the population the sample itself is small indicating that it cannot be fully interpreted as a representative of the population as a whole. Furthermore, with quantitative research the findings cannot be used to generalize beyond the population, here the Icelandic population, and therefore the findings need to be interpreted with caution until the model has been tested in other locations (Bryman & Bell, 2003, p. 81-83). We believe that though these findings are not fully generalizable the model has some valid theoretical implications.

## 7. General discussion

Based on the findings presented in previous chapters this study has various implications: both from an academic perspective and for brand managers working with destination brands. In this chapter, the implications will be presented as a guideline for how the findings can be used to successfully manage a destination brand from a holistic perspective that includes residents in decision making and planning. The findings also present an opportunity to further the research on overtourism and the residents role in the branding process.

### 7.1. Theoretical implications

In this thesis, we approached the subject of tourism through multiple theoretical perspectives, combining knowledge from social psychology, branding and tourism research. The main theoretical contribution of this thesis is to add to the limited number of studies on tourism based on social identity theory.

Firstly, the fact that the national identity of residents was proven to have an effect on the residents' support of incoming tourists implies that the locals' national identity has significance in studies on tourism. This thesis is an addition to the limited number of studies that have been done on social identities in relation to resident attitudes towards tourism development. To our knowledge, this is the only study, that has examined the national identity of residents in relation to their support of the tourists on an individual level. Thereby, contributes to Sharpley's (2014) call for a more detailed investigation into the dynamics of the relationship between residents and tourists. We assert that knowledge of the emotional wellbeing of residents is an important aspect of their support for tourism and tourists, which enables tourism planners and brand managers to successfully take a holistic approach to destination development where all stakeholders are accounted for. We predict that with more destinations experiencing overtourism, this research topic will gain more traction in the future.

Another important implication is that we found that threat to resident identity reduces their support of incoming tourists. No studies have been conducted that investigate the perceived identity threat that stems from the presence of tourists. This is therefore an original construct that serves as an important contribution to the literature on tourism. Furthermore, the fact that it has a mediating effect on the relationship between the national identity and resident support of incoming tourists is also a novel contribution. That underlines its importance in research on the residents' national identity in relation to tourism. We argue that this construct is an effective measurement of the psychological effect of community changes due to tourism, on the residents which is especially relevant to the communities where effects of overtourism are evident.

On a similar note, tourists' respect for resident surroundings is a new measure in the literature on tourism. Like the identity threat construct, respect also relates to the psychological wellbeing of residents and can be considered as part of a bigger research area of intergroup conflict between locals and tourists, which is up until now an understudied phenomenon.

To conclude, since this thesis is based on a deductive approach the model development was built on previous studies that had proven causal effects between the constructs. Though not all effects were proven significant in this study it is plausible that they would be significant in measuring residents' support in other contexts. This is due to a lack of generalizability of the sample in this study, whereupon more studies could contribute to the knowledge of the effects, thereby establishing the relevance of this model.

## **7.2. Managerial implications**

The complexity of place brand management can be traced to it having multiple stakeholders and very decentralized decision making as both public and private sector parties promote the brand.

The nature of the place brand also entails uncertainty and influencers that are difficult to manage (Zenker et al., 2017; Zenker & Braun, 2017). In terms of managing the stakeholder group of residents, which was the focus of this thesis study, the responsibility first and foremost lies in the hands of government officials who also create the ground for tourism development work through their policies.

### *Internal marketing*

In combining this model and previous literature, we have established that there are a significant number of factors that affect the residents' support of incoming tourists. Considering the findings, we see that internal marketing is an important component of the place branding process. This involves promoting the positive effects of the increased visitors on the socio-cultural aspects of the community. Furthermore, there must be consistency between the internal and external marketing where stories, with culturally embedded context, are used to awaken an emotional connection. These stories must also appeal to the residents, and foster their attachment and pride. Simplified stories about the destination, which even contain stereotypes, are less likely to resonate with the locals and can attenuate locals' brand advocacy (Zenker & Braun, 2017). Moreover, the residents need to be reminded that they are a part of the brand and that they are valued, this can help in maintaining their sense of belonging or attachment. Such a strategy should remind them that they are creating value and enriching the visitors' experiences by interacting with and being hospitable to tourist, which is often of the core value of destinations brand messages. This could eliminate a possible gap that forms when there is inconsistency between the brand message and tourists' experiences.

### *Fostering a sense of pride*

We have established that the residents' pride for their home country or region matters, since it is embedded in the model through national identity as well as the support. Therefore, the residents need to be reminded why tourists are coming to visit their country in order to foster this pride. One



possible solution is to share the experiences of visitors and how they react to the unique factors that the destination has to offer.

Another possible solution could be to encourage local media to focus more on the positive elements of increased tourism, by which we mean not only economic gains but also how the tourism development has improved the community. In Iceland, for example, one could highlight the fact how visiting tourists are affecting the liveliness of the smaller towns, year around.

#### *Avoiding the commodification of daily life and culture*

As indicated by the model, the symbolic threat to the daily life and culture of the community may decrease support of residents. Although some simplification is needed to be able present complex brands, such as destination brands, there is also the risk of dilution of brand elements, such as cultural event in this case, which make the destination a home for the residents. Therefore, attention should be paid to the residents and arrangements must be made to ensure that tourism does not tamper with traditions or cultural phenomena that are important to the residents' lifestyle. For example, if the focus of a town fair becomes to attract tourist it is no longer a traditional social event for the residents. Furthermore, destination planners need to ensure that the daily lives of locals do not become commodified products in which they are put up for display. Which leads us to the topic of respect.

#### *Encouraging tourists to respect the local's sanctity*

As one resident from the town of Ísafjörður describes her experience of interactions with tourists:

People disembarking from the [cruise]ships seem to believe that they have arrived at some kind of Disney land. Perhaps they just need to be informed that we are regular people who go to work. We are hospitable, but it is uncomfortable to face someone through a large Canon photo lens when you are drinking your morning coffee in your underwear (Guðmundsson, 2018).

This is in line with the findings of this study that residents do support incoming tourists, but that perceived respect influences their support. In order to establish respect, destination planners need to find a way to educate visitors of the "dos and don'ts", which entails encouraging tourist to not disturb the sanctity of the local residents. For this to be carried out successfully government officials would need to take the lead for the initiative to become nationwide. Another idea could be to engage the residents by making an initiative for them to present their home area to tourists, which could limit simplification in branding of the destination and encourage the co-creation of the destination experience.

### *Remembering the residents*

City planners should be aware that zoning permits are issued in a way that they do not threaten disruption of the daily lives of its citizens so that certain areas such as city centers do not become a tourist trap, but rather that areas exist for both tourists and locals to do their business in harmony. For tourists to be able to seek the "authentic" experiences, they would like to be around the locals, yet locals residents need to be able to carry out their daily lives without disruption. Urban planning is key in making this happen. Otherwise the residents might feel threatened and lose their sense of belonging which ultimately leads to less support.

In conclusion, the residents are indeed a valuable resource for tourism planners and destination brand managers – and must therefore they need to be attended to. Because they are a part of the brand, their interests need to be considered and their happiness maintained. The symbolic elements of a community and its rituals, needed to maintain the local's national identity should have a place in the destination planning process so that the sense of belonging is not lost. Communication is essential – the residents need to be allowed to engage in the process and be informed about the effects of the tourists on their culture and way of life so that perceived threat is limited. All of this is pivotal in retaining the support of the locals and preventing antagonism towards tourists, as can happen in the worst cases of overtourism (Doxey, 1975, as cited in Gursoy et al., 2010).

## 8. Conclusions

The main goal of this thesis was to develop a model which could be used as a measurement tool for destination planners to use in ensuring that they keep the residents' support of incoming tourists. The conceptual model that was developed from the pre-existing literature, when tested, proved to be partially significant. First and foremost, the finding that the national identity has an effect on the residents' support reflects the theoretical development of building such research upon the theoretical perspective of social identity theory, as proven with hypothesis 1. Secondly, the model demonstrated that not only is the support influenced by the national identity but also by threat, respect and attachment - thus proving hypotheses 8, 10 and 13 respectively. Additionally, hypotheses 3 and 7 were confirmed which reveals that there are mediating effects between the national identity and the residents' support, namely threat and attachment. Interestingly these are contradicting forces, where increased perceived identity threat minimizes the support that residents' express for incoming tourists but a sense of attachment to the community and place of residency increases support, as can be seen in figure 7.

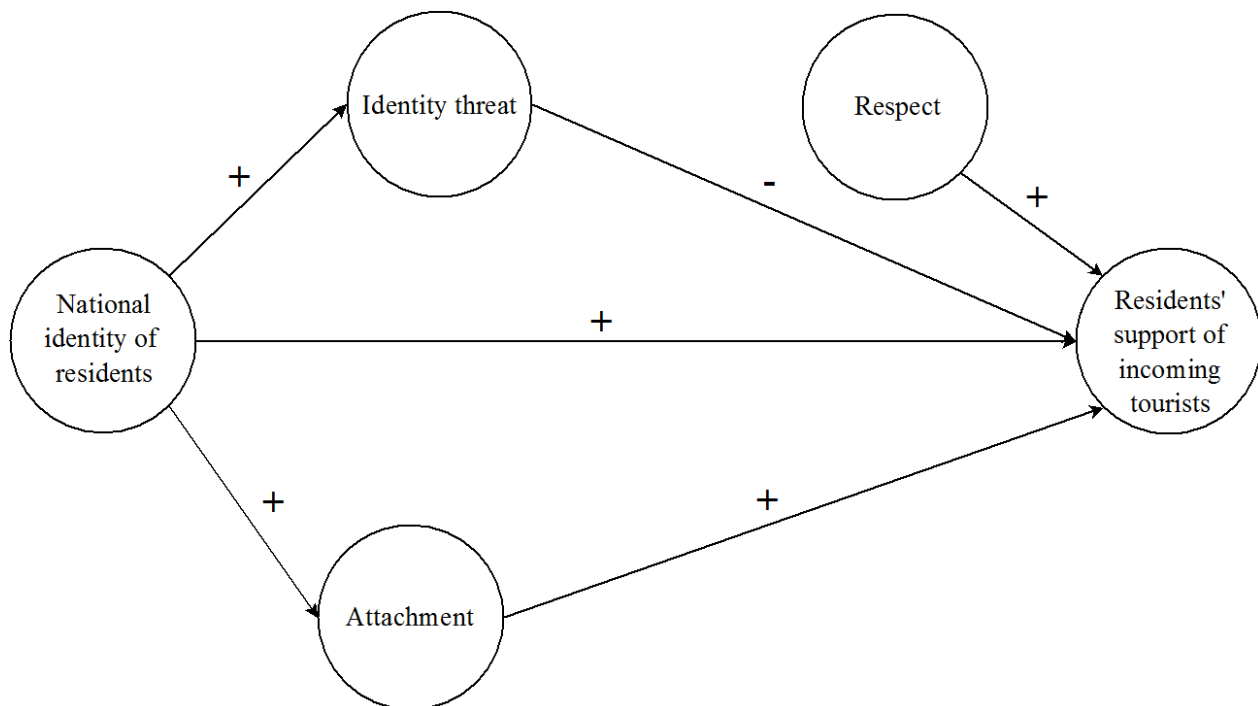


Figure 7. Final model of effects on residents' support of incoming tourists. Source: Own illustration.

The research questions that were introduced in the beginning of this thesis have all been addressed through the data analysis. Indeed, there is still support of incoming tourists which indicates that the residents' have not reached the highest level of the irritation scales – antagonism towards tourists or withdrawal (Ap & Compton, 1993; Doxey, 1975, as cited in Gursoy et al., 2010). As a single construct the tourists respect for residents' surroundings has the strongest influence. At this moment in time, attachment has a stronger total effect on the relationship between national identity and residents' support than threat.

The findings of this thesis are valuable as they build on a new stream of literature regarding the delicate relationship between residents and tourists, since no other study like this has been conducted before. As has been proven by this thesis, it is important to pay attention to residents needs and feelings. Our model indicates what needs to be researched to successfully manage their support of incoming tourists. When this is not done properly, in the most extreme cases, the residents can leave or start to show hostility towards tourists. Since they are an important part of the destination brand a vital part of the brand would be lost, which ultimately affects the sustainability of the destination.

Due to limitations regarding generalizability it would interesting to extend this research to other locations for more accurate and generalizable outcomes. In doing so, a better understanding of the effects on residents' support of tourists would be established.

## 9. Future research

As stated in the beginning of this thesis, travelling around the world has gained more significance as it has become available to a growing number of people. Therefore, the research on tourism and especially overtourism is a relevant topic to scholars today. It is the authors' assertions that this thesis is a relevant contribution to these consumer behavior studies but more research should be carried out in order to gain a deeper understanding of the phenomena of overtourism.

### *From a managerial point of view*

When addressing the problem from a managerial aspect we must acknowledge that residents' perceptions are not static entities. This means that continuous revision of both development in theories, concepts and consumer research on the perceptions, attitudes and concerns of the residents towards the development of tourism in the area is necessary. With Iceland's current situation, we can conclude that residents are supportive of visiting tourists. However, as this thesis presents, that might change quickly if there is a shift in any of the antecedent constructs for support. By closely monitoring the residents' support, destination planners will be able to ensure brand consistency by making sure that the core message that is being promoted to tourists is reflected in their experience of interactions with residents. This serves as a step towards achieving a holistic brand view where all stakeholders are considered. That leads us to another suggestion for future research as this thesis only addresses one particular stakeholder group, residents. Other stakeholder groups will also need to be considered and models developed to understand their perceptions and ensure overall agreement on the development of the destination.

### *From a theoretical point of view*

Due to the inconsistency in the findings of previous research that this model was based on, our model should be tested again in a different setting. This may lead to findings of additional effects as well as mediation, where hypotheses that we rejected might be confirmed. Furthermore, it could verify the findings from this study and address the problem of generalizability that we faced.

It could be possible that additional constructs affecting support are yet to be discovered, some of which might be location specific. Therefore, to address our limitation of not having had a focus group, future research could add in-depth interviews or focus groups with the aim of detecting such new constructs. This entails close observation of the community at hand since different elements can be culturally embedded and therefore of concern, similar to the new construct respect for resident surroundings that was added to the model in this thesis. We acknowledge, that in hindsight, we should have addressed respect for the Icelandic nature as respondents noted afterward that they would have liked to express their concerns on this issue and that it seemed deeply important to them - such suggestions could have been revealed in a focus group.

It was the authors' opinion that respect for residents' surroundings was a relevant and revealing construct which should be investigated further. Due to the indication of its strong effect on support we tried rearranging the constructs in different ways, an outcome of such a change can be seen in appendix 3, which indicated that there might be a cause for further research on the concept as an independent variable.

To conclude, the model developed in this thesis is a valid contribution to the research on overtourism and should be used to further research in this field.

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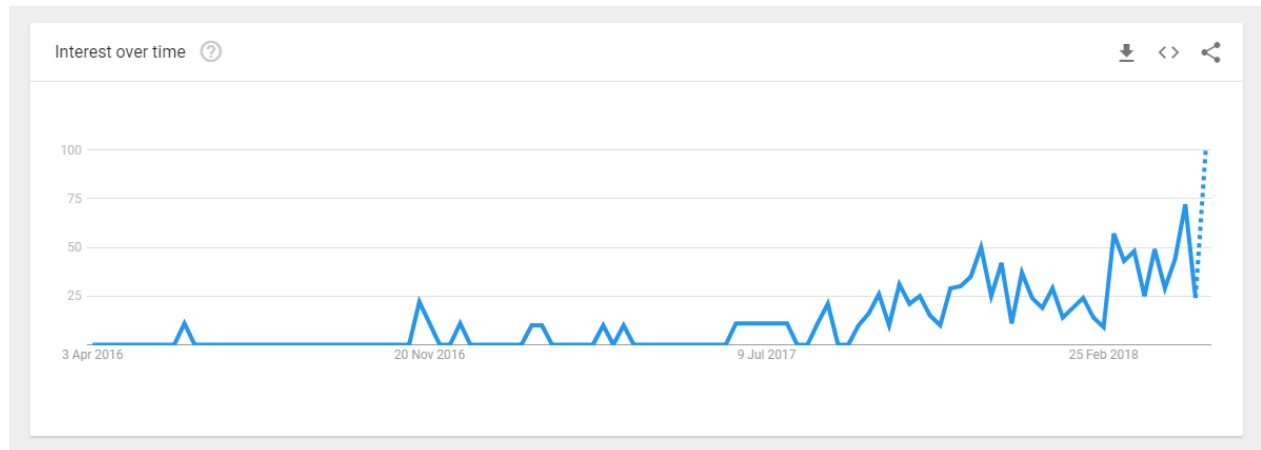
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## Appendices

### Appendix 1. Google trend on “overtourism”. Source: Google Trends (2018)



### Appendix 2. Icelandic translation of questionnaire

#### NI\_1

**Að vera Íslendingur hefur mikla þýðingu fyrir mig.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### NI\_2

**Ég er stolt/ur að vera Íslendingur.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né

- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### NI\_3

**Þegar útlendingar hæla Íslandi líður mér eins og það sé persónulegt hól.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### NI\_4

**Ég finn sterk tilfinningaleg tengsl við Ísland.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### THR\_1

**Ég óttast að aukning ferðamanna muni breyta lifnaðarháttum hér.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### THR\_2

**Ég hef áhyggjur af því að menning okkar glatist með aukningu ferðamanna á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála



### **THR\_3**

**Ferðamenn hafa neikvæð áhrif á lífsstíl okkar.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### **THR\_4**

**Menningin okkar líður fyrir viðveru ferðamanna.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### **THR\_5**

**Því fleiri ferðamenn sem koma til Íslands þeim mun minni menning er eftir.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### **THR\_6**

**Vegna ferðamanna líður mér stundum eins og ég eigi ekki lengur heima hér.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### TEN\_1

**Það angrar mig hversu margir ferðamenn eru á stöðum sem ég sæki í mínu daglega lífi (t.d. í matvöruverslunum, í miðbænum, á kaffihúsum og þjóðvegum).**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### TEN\_2

**Lífikostnaður minn hefur aukist vegna ferðamanna.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### TEN\_3

**Það er erfiðara að finna staði til að fara út að borða vegna ferðamanna.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### TEN\_4

**Aðgengi mitt að afþreyingu hefur verið takmarkað með aukningu ferðamanna á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### PE\_1

**Mér finnst skoðanir mínar fá hljómgrunn hjá íslenskum stjórnvöldum varðandi þróun ferðamála.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### PE\_2

**Mér finnst ég geta haft áhrif á ákvörðunartöku sem snýr að þróun ferðamála á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### PE\_3

**Mér finnst atkvæði mitt í (sveitastjórnar og Alþingis) kosningum geta haft áhrif á hvernig ferðamannaiðnaðurinn þróast á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### PE\_4

**Ég er ánægð/ur með þá stefnu sem stjórnvöld hafa tekið varðandi þróun ferðamála á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### QL\_1

**Mér finnst Ísland búa yfir hreinu lofti og vatni.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### QL\_2

**Mér finnst ég örugg/ur á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### QL\_3

**Mér finnst ég tilheyra samfélaginu á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### QL\_4

**Ég hef frelsi til að lifa þeim lífsstíl sem ég kys óáreitt/ur á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

## QL\_5

**Heilt á titið er ég ánægð/ur með líf mitt á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

## ATCH\_1

**Mér finnst Ísland vera partur af mér.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

## ATCH\_2

**Það er hvergi betra að búa en á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

## ATCH\_3

**Það er enginn staður sem jafnast á við Ísland.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### ATCH\_4

**Ég yrði leið/ur að flytja frá Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### SUP\_1

**Ég er stolt/ur af því að ferðamenn koma til landsins til að upplifa það sem við höfum upp á að bjóða.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### SUP\_2

**Ferðamannaiðnaðurinn gerir mig stolta/n sem Íslending.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### SUP\_3

**Ég tek glöð/glaður þátt í samskiptum við ferðamenn.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### **SUP\_4**

**Ég legg mitt af mörkum til að bjóða ferðamenn velkomna á Íslandi.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### **SUP\_5**

**Ferðamannaiðnaðurinn minnir mig á að við eigum sérstæða menningu til að deila með gestum.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### **RES\_1**

**Mér finnst ferðamenn virða nærumhverfi mitt.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

#### **RES\_2**

**Mér finnst ferðamenn virða menningu Íslendinga.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### RES\_3

**Mér finnst ferðamenn virða næði mitt.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### RES\_4

**Mér finnst ferðamenn virða lífsstíl minn.**

- (1) ☐ Mjög ósammála
- (2) ☐ Ósammála
- (3) ☐ Hvorki né
- (6) ☐ Sammála
- (5) ☐ Mjög sammála

### BACK\_1

**Hvert er kyn þitt?**

- (1) ☐ Karl
- (2) ☐ Kona
- (3) ☐ Óskilgreint

### BACK\_2

**Hver er aldur þinn?**

- (7) ☐ 20 ára eða yngri
- (2) ☐ 21-30
- (3) ☐ 31-40
- (4) ☐ 41-50
- (5) ☐ 51-60
- (6) ☐ 60 ára eða eldri



### BACK\_3

**Vinnur þú innan ferðaþjónustunnar?**

- (1) ☐ Já
- (2) ☐ Nei

### BACK\_4

**Vinnur einhver náinn fjölskyldumeðlimur þinn innan ferðaþjónustunnar?**

- (1) ☐ Já
- (2) ☐ Nei

### BACK\_5

**Hvert er ríkisfang þitt?**

- (1) ☐ Íslenskt
- (2) ☐ Annað

### BACK\_6

**Hversu lengi hefur þú búið á Íslandi?**

- (4) ☐ Hef alltaf búið erlendis
- (1) ☐ Minnihluta ævinnar
- (2) ☐ Meirihluta ævinnar
- (3) ☐ Alla mína ævi

### BACK\_7

**Í hvaða landshluta býrð þú?**

- (1) ☐ Reykjavík
- (2) ☐ Suðvesturkjördæmi (Hafnafjörður, Garðabær, Kópavogur, Seltjarnarnes, Mosfellsbær og Kjósarhreppur)
- (3) ☐ Suðurkjördæmi
- (4) ☐ Norðausturkjördæmi
- (5) ☐ Norðvesturkjördæmi
- (6) ☐ Bý erlendis

### Appendix 3. Alternative model. Source: Own illustration.

